

OSMOND TSHUMA

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ABOUT ME

I am a Zimbabwean artist, designer, art director, and typographer based in Providence, Rhode Island. I am also the co-founder of Mam'Gobozi Design Factory, a South African design studio dedicated to celebrating African identity through design, art, and product creation. My work challenges conventional approaches, serving as both a call to decolonize Eurocentrism in graphic design and media and an ode to the beauty of celebrating African culture, heritage, and belonging.

PROFESSIONAL

TEACHING ASSISTANT

2024 Feb - now

- Current facilitating discussions for Jordan Gushwa's *Design Studio 4 (Spring 2025)*
- For Doug Scott's *History of Graphic Design (Fall 2024)* I mentored and promoted a creative space for students
- Provided teaching support to Anther Kiley for *Design Studio 4 (Spring 2024)*
Rhode Island School of Design (United States of America)

COURSE INSTRUCTOR

2025 Jan

- Responsible teaching *Intro into Graphic Design* during Winter session 2025
- Created the syllabus for *Intro into Graphic Design*
- Fostered a critical thinking environment
- Provided industry experience to students
- Marked assessments and providing constructive feedback on a weekly basis
- My teaching contributed to five freshmen students deciding to pursue graphic design next year
Rhode Island School of Design (United States of America)

CREATIVE DIRECTOR + CO FOUNDER

2016 Nov - 2023

- Managed studio operations and client relations, including work presentations and contract negotiations.
- Led and mentored design team by providing creative direction and ensuring project alignment. Further played a key role in studio growth, securing international clients including; The Africa Centre, The Obama Foundation, Queen's University, and Vrije Universiteit Amsterdam, just to name a few.
Mam'Gobozi Design Factory (South Africa)

ART DIRECTOR

2018 Nov - 2020 Jan

- Was part of the ideation lead team for McDonald's out-of-home advertising campaigns, providing creative and art direction while designing visuals for digital and print advertisements across McDonald's South Africa.
Pacinamix (South Africa)

2018 Jan - Aug

- Crafted creative Telkom campaigns, responsible for presenting work to clients and lead art direction support. Additionally designed visuals for both digital and print advertisements.
Wunderman (South Africa)

2014 Feb - 2017 Dec

- Responsible for ideating for the *SABC, IKwekwezi FM, Ukhozi FM, Sasol, BMW, Jameson Whiskey, Standard Bank, Apartheid Museum, MTN, Hollard*
- Provided creative, art direction and graphic design support to consumer facing campaigns and staff campaigns.
- Designed visuals for both digital, print advertisements, calendars, annual reports and activations. Was the lead designer on the IKwekwezi KM rebranding.
OpenCo (South Africa)