

# 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 )**

EDUCATION	
2025	<b>MFA in Graphic Design</b> Rhode Island School of Design United States of America
2013 2012	<b>BTech in Graphic Design</b> <b>National Diploma in Graphic Design</b> University of Johannesburg, Gauteng, South Africa

ACHIEVEMENTS - Awards	
2018	<b>Bronze: The Loeries Awards</b> Apartheid Museum flags ( Outdoor poster )
2017	<b>Bronze: Cannes Lion</b> Soweto Gold '76 Beer ( Package design )
	<b>Bronze Pencils: One Show</b> Soweto Gold '76 Beer ( Package design ) Soweto Gold '76 Beer ( Static type design )
2016	<b>Bronze: The Loeries Awards</b> Soweto Gold '76 Beer ( Package design ) Soweto Gold '76 Beer ( Static type design )
2016	<b>Ad of the Month: Creative Circle</b> Apartheid Museum print advert: March
2015	<b>Craft Certificate - The Loeries Awards</b> 100 Illustrations by 100 artist Coca Cola
2014	<b>Silver Student Award: Pendorng Awards</b> Student Typography ( Koloniale Bliksem Rhodes )
	<b>Adobe Inspire Mag   Best of Behance Feature</b> Colonial Bastard RhodesTypeface
2013	<b>Johannesburg 2013 Portfolio Night</b> Top 5 Finalist

ACHIEVEMENTS - Speakor Invites	
2024	<b>Typographics NYC</b>
2021	<b>Type Directors Club: Type Drives Communities</b>
2020	<b>Typographics NYC</b>
2020	<b>ATYPi: Pan Afrika Dialogs</b>
2020	<b>Artmosphere 4.0 Ghana</b>
2020	<b>GDZ Design Week</b>
2016	<b>Basha Uhuru</b>

ACHIEVEMENTS - Judging Panel	
2025	<b>ADC 104th Annual Awards</b>
2022	<b>TDC 68 Communication Design competition</b>
2020	<b>Creative Circle Design Monthly Awards</b>
2018	<b>The Loeries Awards</b> Facebook Challenge and Young Creative category
2017	<b>The Loeries Awards</b> Non- English Category

SKILLS	
<ul style="list-style-type: none"> <li>• Problem-solving</li> <li>• Conceptual thinking</li> <li>• Visual design</li> <li>• Data visualisaton</li> <li>• Art direction</li> <li>• Logos</li> <li>• Branding</li> <li>• Typography</li> <li>• Book design</li> <li>• Typeface design</li> <li>• Writing system creation</li> <li>• Content creation</li> <li>• Digital content</li> <li>• Package design</li> <li>• Attention to detail</li> <li>• Communication skills</li> <li>• Presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Effective communication</li> <li>• Relationship building</li> <li>• Team player</li> <li>• cross-functional</li> <li>• Hard working</li> <li>• Furniture design</li> <li>• Design education</li> <li>• Design writing</li> </ul>

TECHNICAL SKILLS	
<ul style="list-style-type: none"> <li>• Adobe Indesign</li> <li>• Adobe Illustrator</li> <li>• Adobe Photoshop</li> <li>• Keynote</li> <li>• Figma</li> <li>• HTML + CSS</li> </ul>	<ul style="list-style-type: none"> <li>• Glyphs 3</li> <li>• Robofont</li> <li>• Ms Word</li> <li>• Ms Excel</li> <li>• Ms powerpoint</li> </ul>

REFERENCES	
<b>Rob Rutherford</b> Creative Director at <b>RUNT</b> <b>Email:</b> rob@runtnyc.com	
<b>George Dube</b> Chief Creative Officer at <b>IdeaHive</b> <b>Email:</b> george_dube@yahoo.co.uk	