

# OSMOND TSHUMA

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Portfolio: osmondtssuma.com

## 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

2023 Nov - now

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

### 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	<b>BTech in Graphic Design</b>
2012	<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	
•	Conceptual thinking
•	Art direction
•	Branding
•	Typography
•	Book design
•	Typeface design
•	Writing system creation
•	Package design
•	Attention to detail
•	Communication skills
•	Team player
•	Hard working
•	Furniture design
•	Design education
•	Design writing

TECHNICAL SKILLS	
•	Adobe Indesign
•	Adobe Illustrator
•	Adobe Photoshop
•	Keynote
•	Figma
•	HTML + CSS
•	Glyphs 3
•	Robofont

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	

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United States of America
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## TECHNICAL SKILLS

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- Adobe Illustrator
- Adobe Photoshop
- Keynote
- Figma
- HTML + CSS
- Glyphs 3
- Robofont

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- Art direction
- Branding
- Typography
- Book design
- Typeface design
- Writing system creation
- Package design
- Attention to detail
- Communication skills
- Team player
- Hard working
- Furniture design
- Design education

## REFERENCES

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