

# OSMOND TSHUMA

Cell: +3473882860 Email: tshumaosmond@gmail.com

Portfolio: osmondtschuma.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. I am currently a co-creative director at Mam'Gobozi Design Factory, a design studio I co-founded.

## PROFESSIONAL

### TEACHING ASSISTANT

2023 Nov - now

**Rhode Island School of Design**

### COURSE INSTRUCTOR

2025 Jan

**Rhode Island School of Design**  
(United States of America)

### CREATIVE DIRECTOR + CO FOUNDER

2016 Nov- 2023

**Mam'gobozi Design Factory**  
(South Africa)

### PART-TIME LECTURER:

#### 3RD YR STUDENTS

2022 Aug : KFC wayfinding unit

#### 2ND YR STUDENTS

2022 July : Infographic unit

2022 Feb : Branding unit

2021 Apr : Advertsing unit

2021 Feb : Branding unit

**University of Johannesburg (FADA)**  
(South Africa)

### ART DIRECTOR

2018 Nov - 2020 Jan

**Pacinamix**  
(South Africa)

2018 Jan - 2018 Aug

**Wunderman**  
(South Africa)

2014 Feb - 2017 Dec

**OpenCo**  
(South Africa)

### GRAPHIC DESIGNER

2009 May - 2009 Dec

**Visual Point** (Zimbabwe)

## EDUCATION

2025

### MFA in Graphic Design

Rhode Island School of Design  
United States of America

2013

### BTech in Graphic Design

2012

### National Diploma in Graphic Design

University of Johannesburg  
Gauteng, South Africa

2008

### National Certificate in Applied Art & Design

Harare Polytechnic College  
Harare, Zimbabwe.

2007

### Diploma in Computer Graphics

Pace College, Zimbabwe.

2006

### Diploma in Fine Art

2005

### Certificate in Fine Art

Peter Birch School of Art  
Harare, Zimbabwe.

## ACHIEVEMENTS - Exhibitions

### 2020 - SAY SO Exhibition

Johannesburg, South Africa

### 2018 -Just My Type Exhibition

Johannesburg, South Africa

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## ACHIEVEMENTS - Speaker Invites

2022 - PADI Webinar

2021 - PADI Webinar

Design Practice in Afrika

Type Directors Club

Type Drives Communities

2020 - Typographics NYC

ATYPi

Pan Afrika Dialogs

Artmosphere 4.0 Ghana

GDZ Design Week

2019 - Foxp2 Advertising Agency

Youth Day

2016 & 2014 - Basha Uhuru

## ACHIEVEMENTS - Exhibitions

2020 - SAY SO Exhibition

Johannesburg, South Africa

2018 - Just My Type Exhibition

Johannesburg, South Africa

## ACHIEVEMENTS - Judging panel

2022 - TDC 68 Communication Design competition

2020 - Creative Circle Design Monthly Awards

2018 - The Loeries Awards

Facebook Challenge and Young Creative category

2017 - The Loeries Awards

Non- English Category

## ACHIEVEMENTS - Awards

2018 - Bronze: The Loeries Awards

Apartheid Museum flags ( Outdoor poster )

2017 - Bronze: Cannes Lion

Soweto Gold '76 Beer ( Package design )

Bronze Pencils: One Show

Soweto Gold '76 Beer ( Package design )

Soweto Gold '76 Beer ( Static type design )

2016 - Bronze: The Loeries Awards

Soweto Gold '76 Beer ( Package design )

Soweto Gold '76 Beer ( Static type design )

Ad of the Month: Creative Circle

Apartheid Museum print advert: March

2015 - Craft Certificate - The Loeries Awards

100 illustrations by 100 artist Coca Cola

2014 - Silver Student Award: Pendering Awards

Student Typography ( Koloniale Bliksem Rhodes )

Adobe Inspire Mag | Best of Behance  
Feature

Colonial Bastard RhodesTypeface

2013 - Johannesburg 2013 Portfolio Night

Top 5 Finalist

## ACHIEVEMENTS - Publications

2022 - 'From Africa' Book

Mam'Gobozi Design Factory work was featured  
in 'From Africa' a book published by  
Counter-Print

2014 - Published Project

Kwa Mai Mai Wayfinding system  
Way of the sign: Vol 1

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## PROFESSIONAL

### TEACHING ASSISTANT

2023 Nov - now

- Current provided teaching support to Jordan Gushwa for the *DS4 class*
- Provided teaching support to Anther Kiley for the *DS4 class*
- Provided teaching support to Doug Scott for the *History of Graphic Design class*

**Rhode Island School of Design**

### COURSE INSTRUCTOR

2025 Jan

- Responsible teaching *Intro into Graphic Design* during Wintersession 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 the studio and client relations, which included presenting work and negotiating contracts
- partnered & managed other creatives in the studio by providing creative feedback and making sure the projects are all aligned.
- My contribution was vital in the studio's growth and getting more international clients like; The Africa Centre, The Obama Foundation, Queen's University, taz Panter Foundation and Vrije Universiteit Amsterdam.

**Mam'gobozi Design Factory**

(South Africa)

### PART-TIME LECTURER:

#### 3RD YR STUDENTS

2022 Aug : KFC wayfinding unit

#### 2ND YR STUDENTS

2022 July : Infographic unit

2022 Feb : Branding unit

2021 Apr : Advertising unit

2021 Feb : Branding unit

- Responsible for the above listed units to 3rd & 2nd year graphic design students
- Created the syllabus and fostered a critical thinking environment
- Provided industry experience to students
- Marked assessments and providing constructive feedback on a weekly basis

**University of Johannesburg (FADA)**

(South Africa)

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## PROFESSIONAL

### ART DIRECTOR

2018 Nov - 2020 Jan

- Responsible for the ideating ideas for the Mcdonald's out of home account
- Provided creative and art direction support to campaigns
- Designed visuals for both digital and print advertisements for McDonald's South Africa

**Pacinamix**

(South Africa)

2018 Jan - 2018 Aug

- Responsible for the ideating ideas for the Telkom account
- Provided creative and art direction support to campaigns
- Designed visuals for both digital and print advertisements

**Wunderman**

(South Africa)

2014 Feb - 2017 Dec

- Responsible for the ideating ideas for the *SABC, IKwekwezi FM, Ukhozi FM, Sasol, BMW, Jameson Whiskey, Apartheid Museum*
- Provided creative, art direction and graphic design support to campaigns
- Designed visuals for both digital and print advertisements

**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
2008	<b>National Certificate in Applied Art &amp; Design</b> Harare Polytechnic College Harare, Zimbabwe.
2007	<b>Diploma in Computer Graphics</b> Pace College, Zimbabwe.
2006	<b>Diploma in Fine Art</b>
2005	<b>Certificate in Fine Art</b> Peter Birch School of Art Harare, Zimbabwe.

## ACHIEVEMENTS - Speaker Invites

2024	<b>Typographics NYC</b>
2022	<b>PADI Webinar</b>
2021	<b>PADI Webinar</b> Design Practice in Afrika
	<b>Type Directors Club</b> Type Drives Communities
2020	<b>Typographics NYC</b>
	<b>ATYPi</b> Pan Afrika Dialogs
	<b>Artmosphere 4.0 Ghana</b>
	<b>GDZ Design Week</b>
2019	<b>Foxp2 Advertising Agency</b> Youth Day
2016	<b>Basha Uhuru</b>
2014	<b>Basha Uhuru</b>

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

## ACHIEVEMENTS - Publications

- 2025 IKwekwezi work featured in **Thinking Through Graphic Design History: Challenging the Canon** by Aggie Toppins
- 2022 **'From Africa' Book**  
Mam'Gobozi Design Factory work was featured in **'From Africa'** a book published by Counter-Print
- 2014 **Published Project**  
Kwa Mai Mai Wayfinding system  
Way of the sign: Vol 1

## ACHIEVEMENTS - Judging panel

- 2025 **ADC 104th Annual Awards**
- 2022 **TDC 68 Communication Design competition**
- 2020 **Creative Circle Design Monthly Awards**
- 2018 **The Loeries Awards**  
Facebook Challenge and Young Creative category
- 2017 **The Loeries Awards**  
Non- English Category

## TECHNICAL SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Keynote
- Figma
- HTML + CSS

## SKILLS

- Conceptual thinking
- Art direction
- Branding
- Typography
- Book design
- Typeface design
- Writing system ideating
- Package design
- Attention to detail
- Communication skills
- Team player
- Hard working
- Furniture design

## REFERENCES

**Rob Rutherford**  
Creative Director at **RUNT**  
Email: rob@runtnyc.com

**George Dube**  
Chief Creative Officer at **IdeaHive**  
Email: george\_dube@yahoo.co.uk