

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	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

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

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

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

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

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