

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

- Currently facilitating critiques and discussions in Jordan Gushwa's Design Studio 4 (Spring 2025)
- Supported Doug Scott's History of Graphic Design (Fall 2024) by promoting creative exploration and contextual understanding.
- Provided teaching support for Anther Kiley's Design Studio 4 (Spring 2024), assisting students with conceptual development and technical execution.

COURSE INSTRUCTOR

2025 Jan **Rhode Island School of Design** (United States of America)

- Taught Intro to Graphic Design during the Winter session.
- Developed the course syllabus and led lectures, critiques, and workshops.
- Fostered a critical, inclusive classroom environment that encouraged visual experimentation and design thinking.
- Provided weekly feedback and mentorship, bridging academic theory with real-world design practice.
- Inspired five first-year students to declare Graphic Design as their major.

CREATIVE DIRECTOR + CO FOUNDER

2016 Nov - 2023 Aug **Mam'Gobozi Design Factory** (South Africa)

- Oversaw studio operations and client relationships, providing creative direction across branding, editorial, and campaigns.
- Led a multidisciplinary team and helped grow the studio, securing clients like The Africa Centre, The Obama Foundation, Queen's University, Vrije Universiteit Amsterdam, and Wikimedia.
- Spearheaded culturally grounded projects with global impact, studio work featured in The Torsche, BLAC Media, Queen's University, University of Illinois Library's Black Designers Guide, and many more.
- Stepped away in 2023 to pursue education, mentorship, and decolonial design research.

ART DIRECTOR

2018 Nov - 2020 Jan **Pacinamix** (South Africa)

- Contributed to the ideation and creative leadership team for McDonald's out-of-home advertising campaigns in South Africa.
- Provided art direction and designed visual assets for both digital and print advertisements, ensuring alignment with brand messaging and campaign goals.
- Collaborated with cross-functional teams to execute creative concepts across various media, maintaining consistency and engagement.

ART DIRECTOR

2018 Jan - Aug **Wunderman** (South Africa)

- Created and led creative campaigns for Telkom South Africa, overseeing the visual direction and ideation process.
- Presented campaign concepts and designs to clients, ensuring alignment with brand strategy and objectives.
- Provided art direction and designed visual assets for both digital and print advertisements. Collaborated closely with the creative team to deliver innovative and impactful campaigns that captured audience attention.

ART DIRECTOR

2014 Feb - 2017 Dec **OpenCo** (South Africa)

- Led creative ideation and art direction for clients like SABC, IKwekwezi FM, Ukhozi FM, Sasol, BMW, Jameson Whiskey, Standard Bank, Apartheid Museum, MTN, and Hollard.
- Delivered design solutions across digital, print, and activation platforms.
- Spearheaded IKwekwezi FM's rebrand and collaborated with strategists and copywriters to ensure cohesive campaign execution. Mentored junior designers to maintain design consistency and quality.

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

ACHIEVEMENTS - Speakor Invites	
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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	
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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	
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• Problem-solving	• Effective communication
• Conceptual thinking	• Relationship building
• Visual design	• Team player
• Data visualisaton	• cross-functional
• Art direction	• Hard working
• Logos	• Furniture design
• Branding	• Design education
• Typography	• Design writing
• Book design	• Creative Writing
• Typeface design	• Storytelling
• Writing system creation	• Cultural Strategy
• Content creation	• Design Research & Ethnography
• Digital content	
• Package design	
• Attention to detail	
• Communication skills	
• Presentation skills	

TECHNICAL SKILLS	
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• Adobe Indesign	• Glyphs 3
• Adobe Illustrator	• Robofont
• Adobe Photoshop	• Ms Word
• Keynote	• Ms Excel
• Figma	• Ms powerpoint
• HTML + CSS	

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

George Dube
Chief Creative Officer at **IdeaHive**
Email: george_dube@yahoo.co.uk