

SUMMARY

I'm an award-winning graphic designer passionate about building brand identity systems and leading campaigns for global clients. With a decade of experience, I enjoy blending strategic research with compelling visual stories to create work that resonates with culture and has been recognized by Cannes Lions, The One Show, and The Loeries. I thrive on creating brand identities, leading teams, and collaborating with clients to drive success. Eager to bring creative vision and leadership to new opportunities.

EDUCATION

Rhode Island School of Design (RISD)
Providence, RI | Sept 2023 – May 2025
MFA in Graphic Design

University of Johannesburg
South Africa | Feb 2013 – Dec 2013
BTech in Graphic Design

University of Johannesburg
South Africa | Feb 2010 – Dec 2012
National Diploma in Graphic Design

SKILLS

Creative Direction | Brand strategy, visual identity systems, art direction, campaign leadership & client relations.

Design Expertise | Typography & type design, identity systems, editorial, packaging & data visualization.

Core Strengths | Conceptual thinking, team leadership, mentorship, design research & public speaking.

Technical | Adobe InDesign/ Illustrator/ Photoshop, Figma, Glyphs, HTML/CSS, Keynote & PowerPoint.

AWARDS

RISD Presidential Fellowship | 2023
Cannes Lions - Bronze | 2017
The One Show - Bronze Pencil | 2017 x2
The Loeries - Bronze | 2016 x2, 2018
Creative Circle - Ad of the Month | 2016
The Loeries - Craft Certificate | 2015
Pendoring - Silver (Student) | 2014

SPEAKER INVITES

Typographics NYC | 2020, 2024
TDC: Type Drives Communities | 2021
ATYPi: Pan Afrika Dialogs | 2020
Artmosphere 4.0 Ghana | 2020
GDZ Design Week, Zimbabwe | 2020

JUDGING PANEL

ADC 104 Annual Awards | 2025
TDC 68 Communication Design | 2022
Creative Circle Awards | 2020
The Loeries | 2017, 2018

CREATIVE EXPERIENCE

Independent | Senior Graphic Designer & Typographer
New York, NY | Jun 2025 - Present

Developing brand identities, custom type design, editorial systems, and production-ready assets across print and web for clients in the cultural, non-profit, and media sectors. Designed the 8th Seoul Africa Festival identity, creating a Kente-inspired logo and visual system applied across digital, print, and stage branding, reaching an audience of 210,000+ visitors.

Mam'Gobozi Design Factory | Creative Director + Co-founder
South Africa | Nov 2016 - Aug 2023

Oversaw studio operations and client relationships, providing creative direction and designing brand identity systems, rollout & implementation, brand guidelines, editorial systems, campaign developments, and production assets. Led a multidisciplinary team of 5 designers and helped grow the studio, securing international clients including The Africa Centre (UK), The Obama Foundation (USA), Queen's University (Canada), Vrije Universiteit Amsterdam (Netherlands), and Wikimedia (USA). Spearheaded culturally grounded projects with global reach, creating work for 13 countries, featured in The Torsche, BLAC Media, Queen's University, and the University of Illinois Library's Black Designers Guide. Contributed to the studio's recognition as one of South Africa's top 10 design agencies at the Loeries (2021), and published in *From Africa* by Counter Print UK among 18 leading African creatives.

Pacinamix | Senior Art Director
South Africa | Nov 2018 - Jan 2020

Contributed to ideation and creative leadership for McDonald's out-of-home campaigns in South Africa, providing art direction and designing cross-platform assets. This work played a key role in the agency's appointment as McDonald's above-the-line (ATL) lead agency in South Africa in August 2019.

Wunderman Thompson | Art Director
South Africa | Jan 2018 - Aug 2018

Led creative advertising campaigns for Telkom South Africa, directing visual strategy and designing cross-platform assets in collaboration with creative teams to deliver impactful, audience-focused work.

OpenCo | Art Director + Graphic Designer
South Africa | Feb 2014 - Dec 2017

Led creative ideation and art direction for clients including SABC, iKwekwezi FM, Ukhozi FM, Sasol, BMW, Jameson Whiskey, Standard Bank, Apartheid Museum, and MTN. Delivered design solutions across digital, print, and activation platforms. Spearheaded the full iKwekwezi FM rebrand; rolled out across broadcast, out-of-home, and merchandise, achieving a 95% acceptance rate among its 1.5M+ nationwide listeners, and recognized by Adobe in Best of Behance.

TEACHING EXPERIENCE

Rhode Island School of Design | Course Instructor
Providence, RI | Jan 2025 - Feb 2025

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.