

# OSMOND TSHUMA

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### ABOUT ME

I'm a designer, art director, and typographer based in New York. I specialise in crafting thoughtful, story-driven identities and design systems that merge research, symbolism, and strong visual form. With over a decade of experience leading creative projects across cultural, non-profit, and commercial sectors, I bring a distinctive sensitivity to visual language; balancing clarity, emotional resonance, and narrative intent across brand, editorial, and type design.

### PROFESSIONAL

#### TEACHING ASSISTANT

##### Rhode Island School of Design

Feb 2024 - May 2025 | United States of America

- Facilitated 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

##### Rhode Island School of Design

Jan 2025 - Feb 2025 | 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

##### Mam'Gobozi Design Factory

Nov 2016 - Aug 2023 | 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

##### Pacinamix

Nov 2018 - Jan 2020 | 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

##### Wunderman Thompson

Jan 2018 - Aug 2018 | 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

##### OpenCo

Feb 2014 - Dec 2017 | 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 | <b>MFA in Graphic Design</b><br>Rhode Island School of Design<br>United States of America |
| 2013 | <b>BTech in Graphic Design</b><br>University of Johannesburg<br>South Africa              |
| 2012 | <b>National Diploma in Graphic Design</b><br>University of Johannesburg<br>South Africa   |

AWARDS	
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| 2018 | <b>Bronze: The Loeries Awards</b><br>Apartheid Museum flags ( Outdoor poster )             |
| 2017 | <b>Bronze: Cannes Lion</b><br>Soweto Gold '76 Beer ( Package design )                      |
| 2017 | <b>Bronze Pencils: One Show</b><br>Soweto Gold '76 Beer ( Package design )                 |
| 2017 | <b>Bronze Pencils: One Show</b><br>Soweto Gold '76 Beer ( Static type design )             |
| 2016 | <b>Bronze: The Loeries Awards</b><br>Soweto Gold '76 Beer ( Package design )               |
| 2016 | <b>Bronze: The Loeries Awards</b><br>Soweto Gold '76 Beer ( Static type design )           |
| 2016 | <b>Ad of the Month: Creative Circle</b><br>Apartheid Museum print advert: March            |
| 2015 | <b>Craft Certificate - The Loeries Awards</b><br>100 Illustrations by 100 artist Coca Cola |
| 2014 | <b>Silver Student: Pendoring Award</b><br>Student Typography ( Koloniale Bliksem Rhodes )  |
| 2014 | <b>Adobe Inspire Mag   Best of Behance</b><br>Colonial Bastard RhodesTypeface              |

SPEAKER INVITES	
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| 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>                              |

TECHNICAL SKILLS	
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| <ul style="list-style-type: none"><li>• Adobe Illustrator</li><li>• Adobe Indesign</li><li>• Adobe Photoshop</li><li>• CSS</li><li>• Figma</li><li>• HTML</li><li>• Adobe Keynote</li></ul> | <ul style="list-style-type: none"><li>• Glyphs</li><li>• Microsoft Excel</li><li>• Microsoft Power Point</li><li>• Microsoft Word</li><li>• Photoshop</li><li>• Typography</li></ul> |
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SKILLS	
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| <ul style="list-style-type: none"><li>• Brand Design</li><li>• Visual Identity Systems</li><li>• Problem-Solving</li><li>• Conceptual Thinking</li><li>• Data Visualisation</li><li>• Art Direction</li><li>• Logo design</li><li>• Typography</li><li>• Book Design</li><li>• Typeface Design</li><li>• Content Creation</li><li>• Cross-Funtional</li></ul> | <ul style="list-style-type: none"><li>• Digital Content</li><li>• Package Design</li><li>• Attention to Detail</li><li>• Communication Skills</li><li>• Creative Writing</li><li>• Presentation Skills</li><li>• Storytelling</li><li>• Effective Communication</li><li>• Design Education</li><li>• Cultural Strategy</li><li>• Design Research</li></ul> |
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REFERENCES	
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|---|--|
| <b>Rob Rutherford</b><br>Creative Director at <b>RUNT</b><br>Email: rob@runtnyc.com               |  |
| <b>George Dube</b><br>Chief Creative Officer at <b>IdeaHive</b><br>Email: george_dube@yahoo.co.uk |  |

JUDGING PANEL	
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| 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><br>Facebook Challenge and Young Creative category |
| 2017 | <b>The Loeries Awards</b><br>Non- English Category                          |