

Kwanda Tangweni

Multidisciplinary Creative



I'm a creative professional with a strong passion for narrative and visual communication. With a background in art direction and design, I've had the opportunity to create visuals that resonate with diverse audiences. While completing my education, I've been fortunate to contribute to several successful campaigns and initiatives, where I've sharpened my skills in combining creativity with strategic thinking. I'm eager to bring fresh ideas and perspectives to the industry, and I hope to be a valuable addition to any creative team.

Work Experience

Art Director & Events Producer – Kids Love Jazz/NarowBi Jhb,SA | 2019 – Present

I conceptualized and implemented cohesive visual themes across events, ensuring brand consistency and audience engagement. Directed the spatial design of event venues, including stage setups and experiential areas, to enhance attendee interaction. Developed strategic approaches to brand visibility and awareness, both online and on-site. Oversaw the production of promotional materials, including signage, social media graphics, and marketing collateral to drive event attendance and online traction.

Art Director Intern – The Odd Number Jhb,SA | 2024

Assisted in the development of creative concepts for campaigns across various platforms, ensuring alignment with client objectives and target audiences. Supported the execution of visual strategies that enhanced brand storytelling and campaign visibility. Contributed to everyday studio operations, which was fetching packages, organizing resources, and keeping the team hydrated-gaining a well view of agency workflow and the value of creative support.

Freelance Graphic Designer & Art Director Various Clients | 2021 – Present

I provide creative direction and design services for brands, events, and campaigns across fashion, culture, and music. Developed brand identities, promotional materials, and digital content tailored to various audiences. Worked closely with clients to translate their vision into compelling visual outcomes, from concept to execution. Oversaw art direction for shoots and activations, ensuring consistency across touchpoints.

Education

BA IN CREATIVE BRAND COMMUNICATION AAA School of Advertising 2022 – 2024

International Advertising Association Membership 2024

SECONDARY SCHOOL New Nation School 2012 – 2016

Skills

Strategic Design Thinking
Graphic Design
Creative Vision
Marketing Management
Problem-Solving
Photography
Branding Knowledge

Honours and awards

Loeries Creative Future Scholarship Recipient 2022 – 2024

Ogilvy “Mogilvy” Bursary Recipient 2022 – 2024

Basha Uhuru Panelist June 2024

Cr8torCon 2025 Panelist May 2025

Contact

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