

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

2023 Nov - now

- Current facilitating discussions for Jordan Gushwa's *Design Studio 4 (Spring 2025)*
- Provided teaching support to Anther Kiley for *Design Studio 4 (Spring 2024)*
- For Doug Scott's *History of Graphic Design (Fall 2024)* I mentored and promoted a creative space for students
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: Pendorring 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 - Speaker 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

- Conceptual thinking
- Art direction
- Branding
- Typography
- Book design
- Typeface design
- Writing system creation
- Package design
- Attention to detail
- Communication skills
- Team player
- Hard working
- Furniture design
- Design education
- Design writing

TECHNICAL SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Keynote
- Figma
- HTML + CSS
- Glyphs 3
- Robofont

REFERENCES

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

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