

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

Rhode Island School of Design

Feb 2024 - May 2025 | 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

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 | MFA in Graphic Design
Rhode Island School of Design
United States of America |
| 2013 | BTech in Graphic Design
University of Johannesburg
South Africa |
| 2012 | National Diploma in Graphic Design
University of Johannesburg
South Africa |

AWARDS	
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| 2018 | Bronze: The Loeries Awards
Apartheid Museum flags (Outdoor poster) |
| 2017 | Bronze: Cannes Lion
Soweto Gold '76 Beer (Package design) |
| 2017 | Bronze Pencils: One Show
Soweto Gold '76 Beer (Package design) |
| 2017 | Bronze Pencils: One Show
Soweto Gold '76 Beer (Static type design) |
| 2016 | Bronze: The Loeries Awards
Soweto Gold '76 Beer (Package design) |
| 2016 | Bronze: The Loeries Awards
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: Pendoring Award
Student Typography (Koloniale Bliksem Rhodes) |
| 2014 | Adobe Inspire Mag Best of Behance
Colonial Bastard RhodesTypeface |

SPEAKER 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 |

TECHNICAL SKILLS	
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| <ul style="list-style-type: none">• Adobe Illustrator• Adobe Indesign• Adobe Photoshop• CSS• Figma• HTML• Adobe Keynote | <ul style="list-style-type: none">• Glyphs• Microsoft Excel• Microsoft Power Point• Microsoft Word• Photoshop• Typography |
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SKILLS	
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| <ul style="list-style-type: none">• Problem-Solving• Conceptual Thinking• Visual Design• Data Visualisation• Art Direction• Logos• Branding• Typography• Book Design• Typeface Design• Team Player• Content Creation | <ul style="list-style-type: none">• Digital Content• Package Design• Attention to Detail• Communication Skills• Creative Writing• Presentation Skills• Storytelling• Effective Communication• Relationship Building• Design Education• Cultural Strategy• Design Research |
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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

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 |