

## EDUCATION

**University of KwaZulu-Natal**  
BA Degree in Fine Arts,  
Media and Cultural Studies

## SKILLS

### Artistic Expertise:

Graphic Design, Art Direction, Illustration,  
Transcription, Storyboarding, Book  
Typesetting, Creative Direction

### Technical Skills:

Adobe Creative Suite (Photoshop &  
Illustrator), Figma; Basic HTML + CSS;  
Adobe Premiere; Kdenlive

### Multimedia Skills:

Video Editing; Visual Storytelling;  
Interactive Media; Digital Content Creation;  
Cross-platform Content Development

## ACHIEVEMENTS

### 25th BASA Awards Finalist

Directed and produced 'Finance for  
Hippies,' growing YouTube video viewership  
to over 15,000 and achieving finalist  
recognition at the prestigious Business of  
Arts South Africa Awards

### Orange

Created and self-published The Orange  
Book (2018), a high-value coffee table book  
retailing at R4,000, with 6 copies sold  
independently

### Top 100 Young South Africans

Named one of the Top 100 Young South  
African Innovators by Independent Media  
Group (2017).

## VOLUNTEER WORK

### AlgoAtWork Robotics Academy

Conceived and executed an Instagram  
dance challenge for AlgoAtWork Robotics  
Academy, successfully raising R25,000 in  
investment for the start-up in 2023

### African Design League

Founded the African Design League in  
2020, a monthly TikTok platform dedicated  
to teaching art and design theory through  
the lens of iconic album cover studies.

## CONTACT

*Let's connect*

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## BACKGROUND

- Directed over 50 design projects remotely, collaborating with diverse clients, including SMEs across industries such as publishing, eCommerce, music, public speaking, culinary arts, film production, eco-friendly consumer goods and robotics education.
- Secured grant funding from Nedbank, National Arts Council (NAC) and Pro Helvetia for art exhibitions, alongside seed funding from the SA Innovation Hub & Goethe Institute to support creative ventures.
- Brought strategic design leadership during a one-year tenure at Ornico Media.
- Leveraged over a decade of expertise in fine art, graphic design, and art direction to craft impactful and dynamic creative solutions.

## WORK EXPERIENCE

### SOMETHING ELSE DESIGN AGENCY: 2015 - 2024

#### ↳ *Graphic Designer & Artist - Founder (2015-2016)*

- Co-Founded the agency. Managed all aspects of the business, from client acquisition to creative delivery, as a self-reliant, one-person agency.
- Organized and presented two solo art exhibitions, including the viral #Selfie25 exhibition, and multiple group exhibitions, showcasing artistic vision, curation skills, and audience engagement.
- Transformed outdated branding for 30+ start-ups, creating modern logos and marketing collateral that revitalized their brand image

#### ↳ *Art Director - Visual Identity (2017-2018)*

- Led teams of up to 8 freelancers and designers to develop and execute branding strategies for over 10+ startups, delivering projects such as visual identity and marketing collateral on time and within budget.
- Acted as the bridge between clients and creative professionals, ensuring clear communication and efficient project workflows.

#### ↳ *Creative Director - Creative Lead (2019-2024)*

- Steered product development lifecycle from ideation to launch, delivering 20+ new visual identities; remotely conducted project based brainstorming sessions to foster innovation among creative teams
- Coordinated and supervised cross-functional freelance teams, including designers, illustrators, and copywriters, to deliver quality projects on time
- Secured multiple SME-sized clients by delivering impactful start-up branding solutions tailored to their limited budgets, ensuring value and successful project execution despite financial constraints.

### FREELANCE WRITER: 2013 - 2014

#### *Htxt.co.za - Freelance Writer (March 2014 - June 2014)*

- Authored a research article published in April 2014, covering [How immigrants are helping to get South Africa online].
- Authored an article published in October 2014 [From Pietermaritzburg to the world: the picture library that's helping Africans tell Africa's story].

#### *Between 10and5 - Volunteer (June 2013 - December 2014)*

- Gained proficiency in using WordPress CMS
- Published 20+ interviews with prominent African artists and designers, generating 5,000+ page views including the final recorded interview with graffiti artist Pastelheart, which was featured in the Mail & Guardian
- Developed expertise in digital storytelling and content creation during South Africa's burgeoning online media landscape; produced articles that were regularly featured on the publication's homepage.

### ORNICO MEDIA: 2012 - 2013

#### ↳ *Brand Intelligence Intern (April 2012 - Oct 2012)*

- Assistant to lead strategist. Conducted in-depth brand campaign research, particularly within the banking and FMCG sectors.

#### ↳ *Creative Strategist - Promoted (Nov 2012 - April 2013)*

- Worked directly with marketing lead & media analysts to create engaging graphic and multimedia designs. Achieved an 82% KPI score.
- Simplified data visualization processes, conceptualized and designed up to 5+ data visualizations monthly using Adobe Creative Suite, translating raw survey data into actionable insights for product development

## SIDE PROJECTS

### Finance for Hippies (2018 - present)

Pioneered this financial literacy platform that's delivered workshops to 100+ emerging artists and amassed over 15,000 YouTube views through its podcast