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HELLO@VUSIMUZI.STUDIO

WWW.VUSIMUZI.STUDIO

ART DIRECTOR / DESIGNER

PROFILE

CONCEPT-DRIVEN ART DIRECTOR AND DESIGNER.

With over a decade of experience, I shape bold ideas into clear, intentional visual direction across campaigns, editorial, digital and brand experiences. My work brings strategy, craft and concept together to create design that feels considered, effective and built with purpose.

CLIENT

HIGHLIGHTS

A selection of brands and clients I've contributed to across various projects, spanning concept development, design and art direction.

adidas®

Bavaria

DIAGEO

PHILIPS

PIRELLI

 RMB

©ignify

RMB

Where to Invest in Africa 2025/26

Reframing Africa's future from aid to trade.



CASE STUDY

The Vision: To pivot the investment narrative from “dependency” to “dynamism.” I led the creative direction for the Aid vs. Trade themed Where to Invest in Africa report, replacing traditional financial tropes with a sophisticated, culturally rooted aesthetic.

The Execution: I delivered this project end-to-end, handling everything from the **initial conceptualisation and bespoke illustrations to the final layout and technical print production.** By synthesising tactile currency textures with Afro-futurist motifs, I developed a visual language that humanises economic data through a distinctly forward-looking lens.

VUSIMUZI / PORTFOLIO



The Result: A premium editorial system that transformed macroeconomic data into a visually distinctive African investment narrative, extending across print, illustration and digital storytelling.

ART DIRECTION / LEAD DESIGN / EDITORIAL DESIGN / PRINT PRODUCTION

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LEAD DESIGN / ILLUSTRATION



VUSIMUZI / PORTFOLIO



PIRELLI

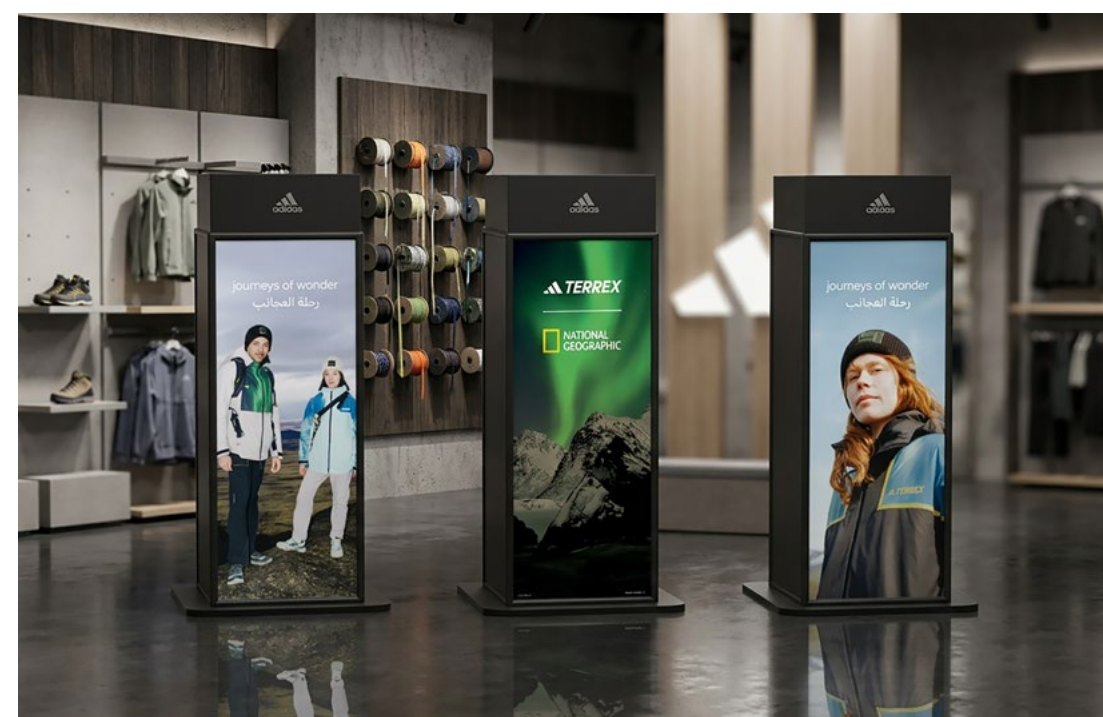
Scorpion All Terrain Plus
Grip is Instinct





VEHICLE BRANDING / MAGNETIC DECALS

VUSIMUZI / PORTFOLIO



ADIDAS TERREX

National Geographic Collaboration
Journeys of Wonder



POS DESIGN / ENVIRONMENTAL BRANDING / LOCALISATION

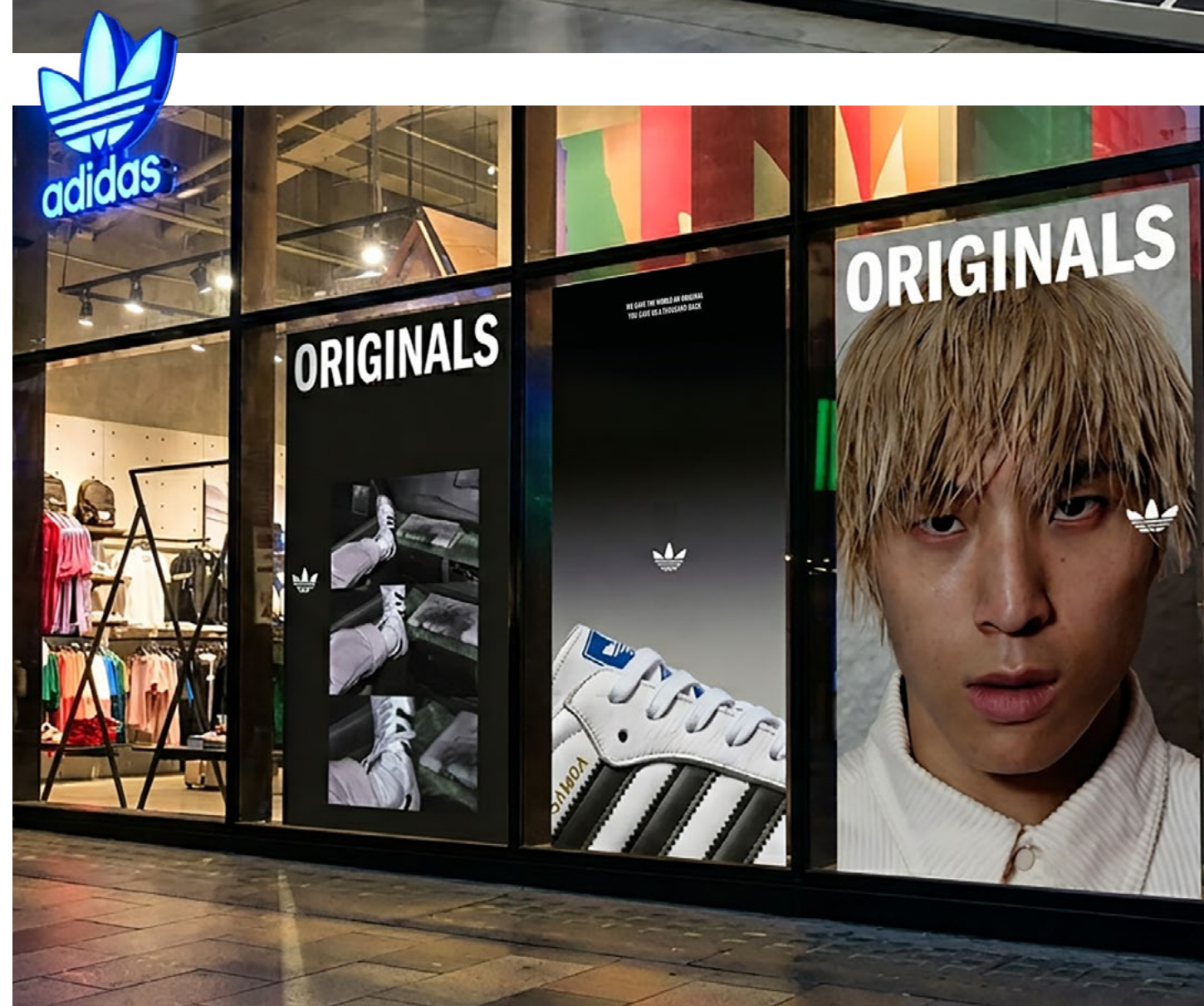
VUSIMUZI / PORTFOLIO



ADIDAS

Adidas Originals

We gave the world an original.
You gave us a thousand back.



CAMPAIGN ROLLOUT – LARGE-FORMAT PRINT PRODUCTION

VUSIMUZI / PORTFOLIO



COPA

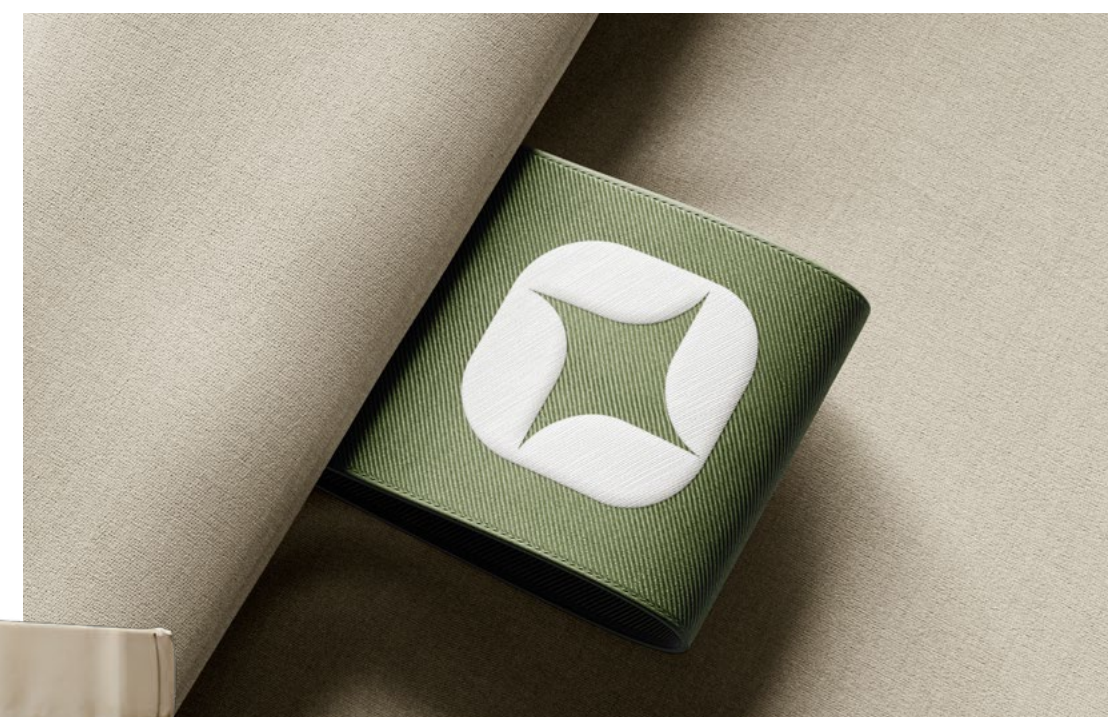
Mind. Body. Craft.

COPA is a self-initiated wellness brand concept created for creatives.

Short for copacetic, the brand is built around the idea of feeling steady, grounded and in rhythm. It responds to the pressure placed on creatives to constantly produce, perform and stay inspired, offering a softer space for care, pause and reconnection.

The identity explores three pillars:

Mind, Body and Craft. Supporting mental wellbeing, physical recovery and creative flow.



Designed as both a community and product-led brand, COPA extends across apparel, wellness packaging, workspace objects and digital tools made to help creatives slow down, breathe and return to themselves.



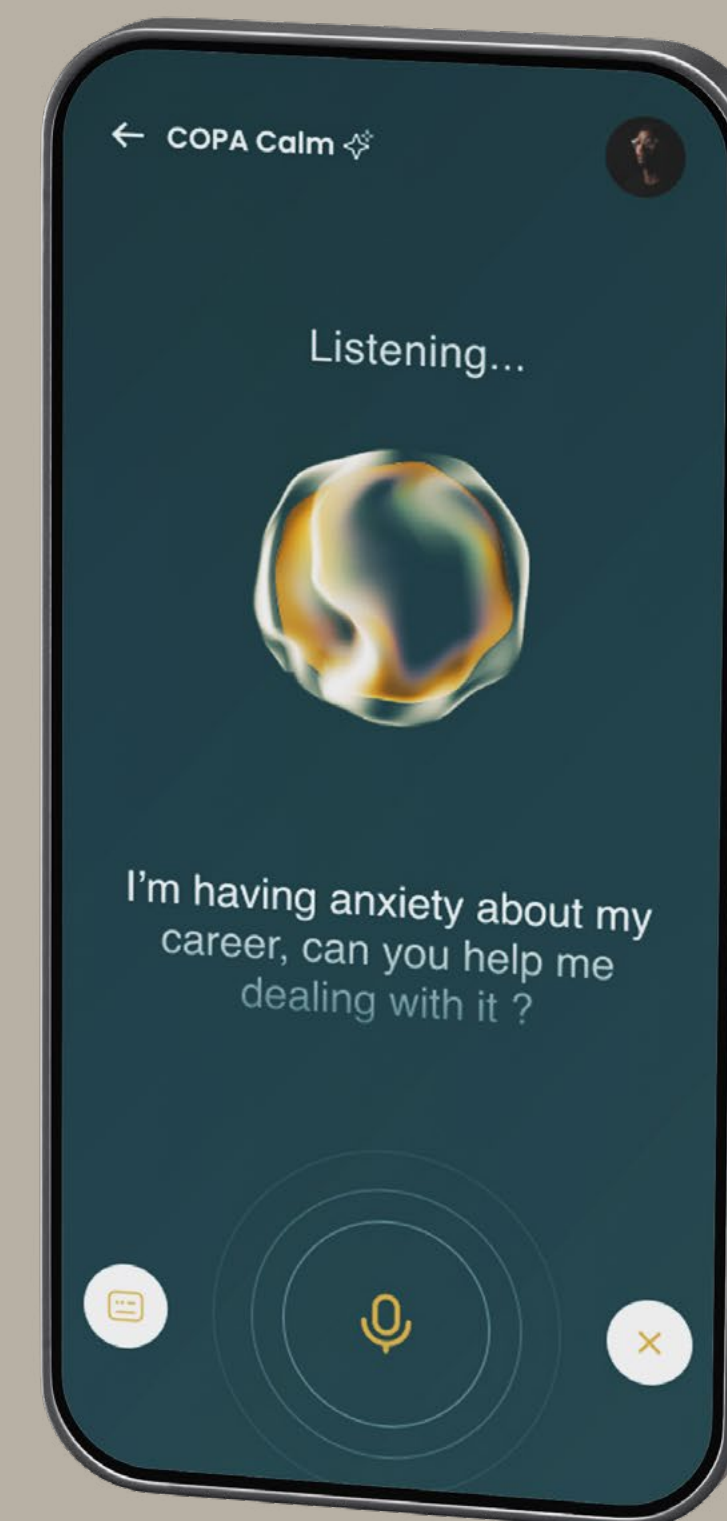
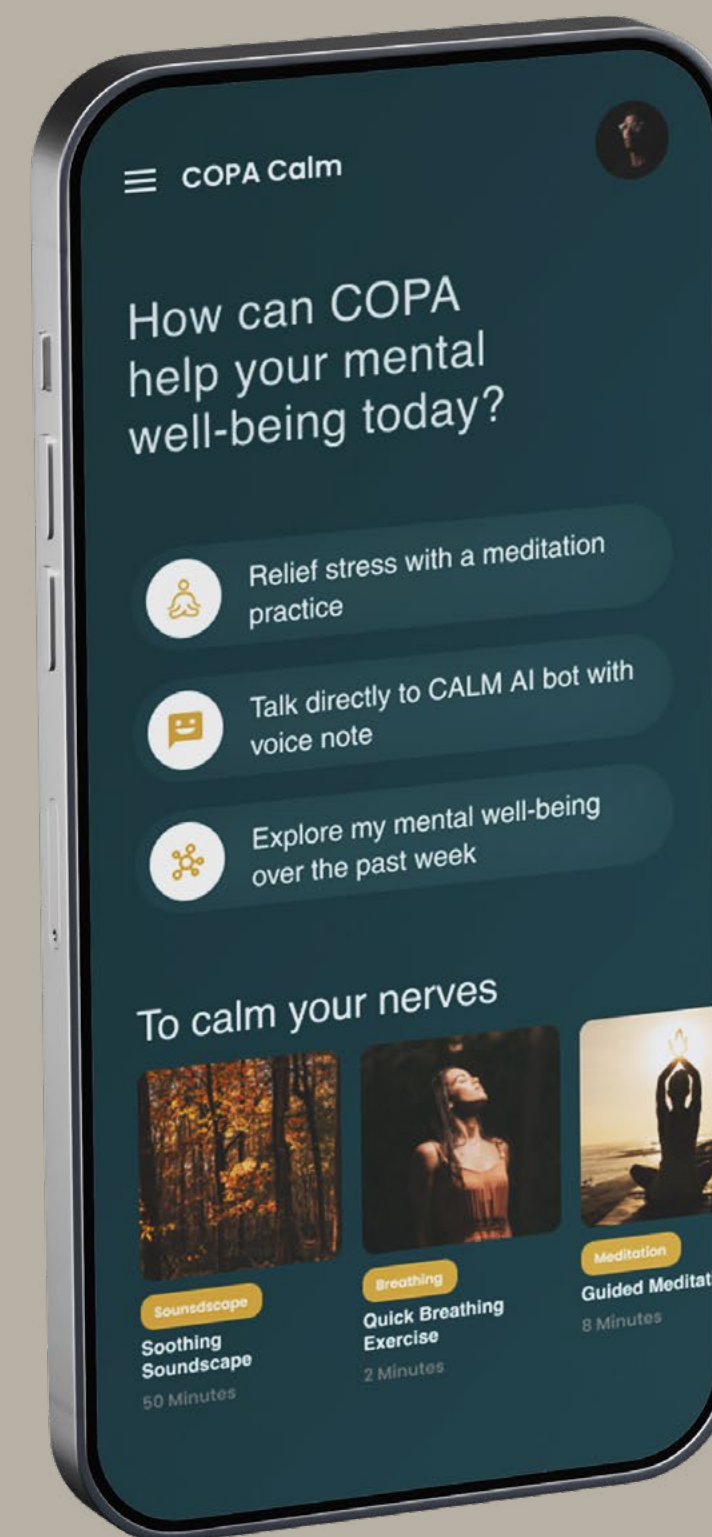




ART DIRECTION / BRAND STRATEGY / PRODUCT DESIGN



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R2SA

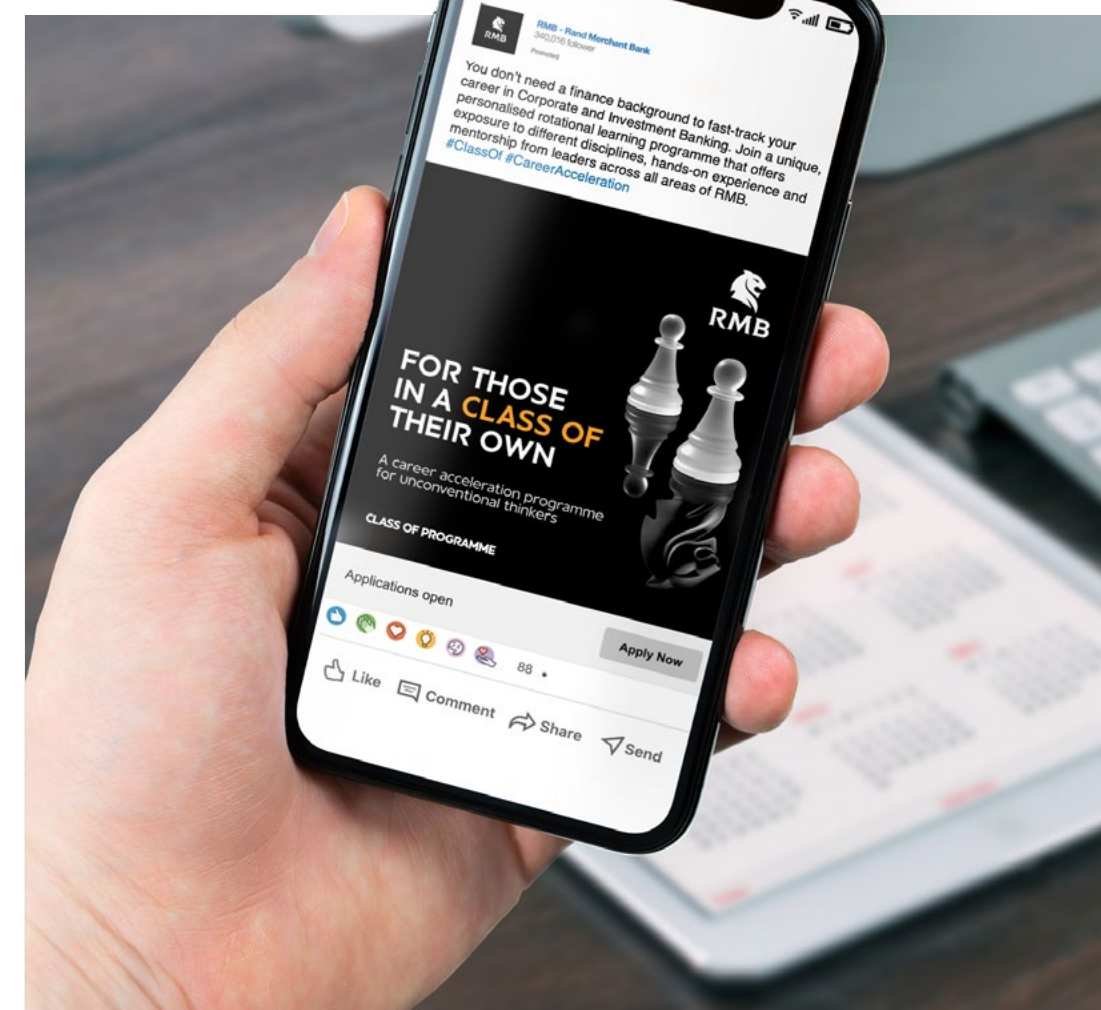
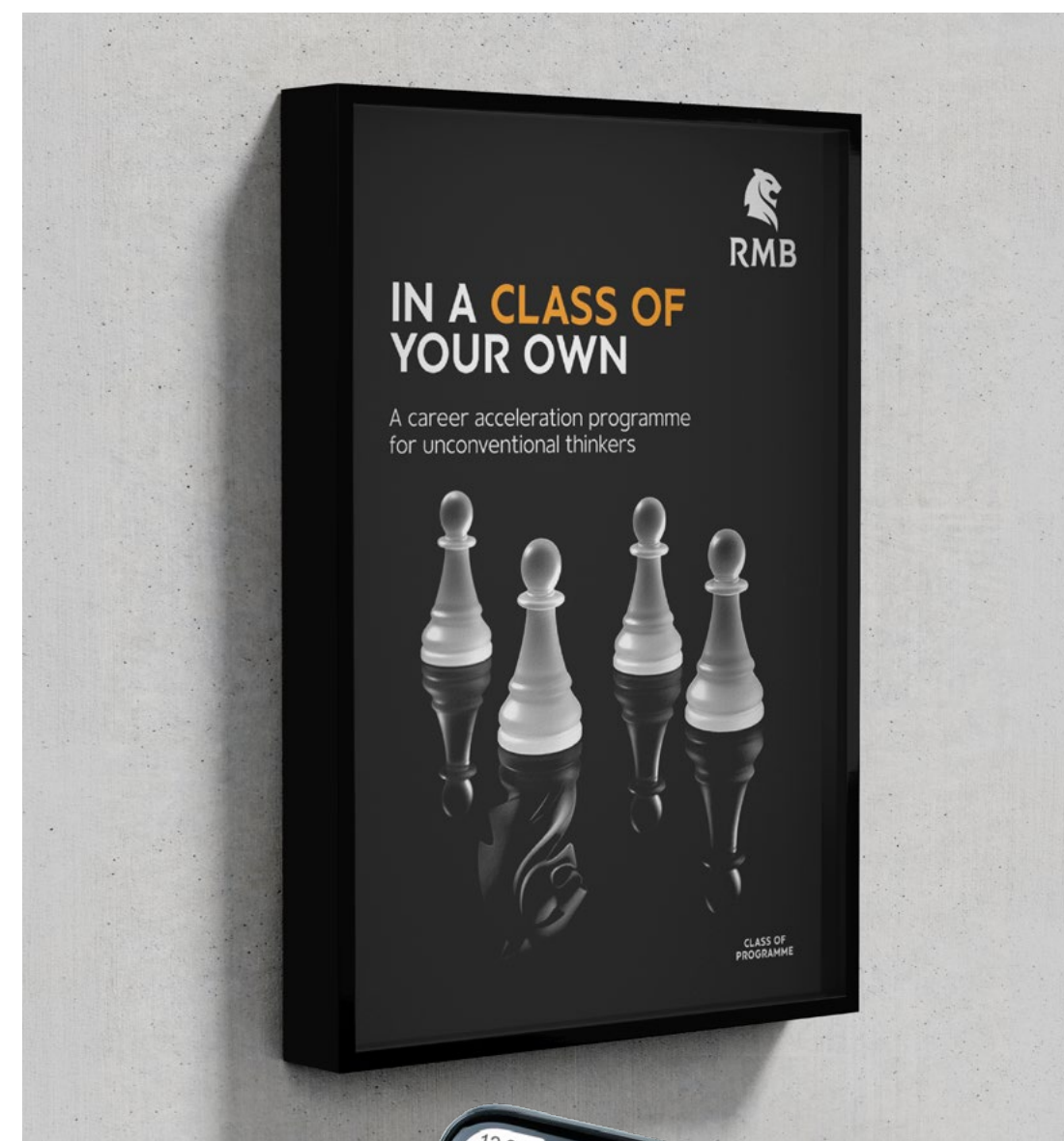
Retire to South Africa

Editorial Design System



ART DIRECTION / EDITORIAL DESIGN / PRINT PRODUCTION

VUSIMUZI / PORTFOLIO



RMB

Class Of Programme Talent Acquisition Campaign

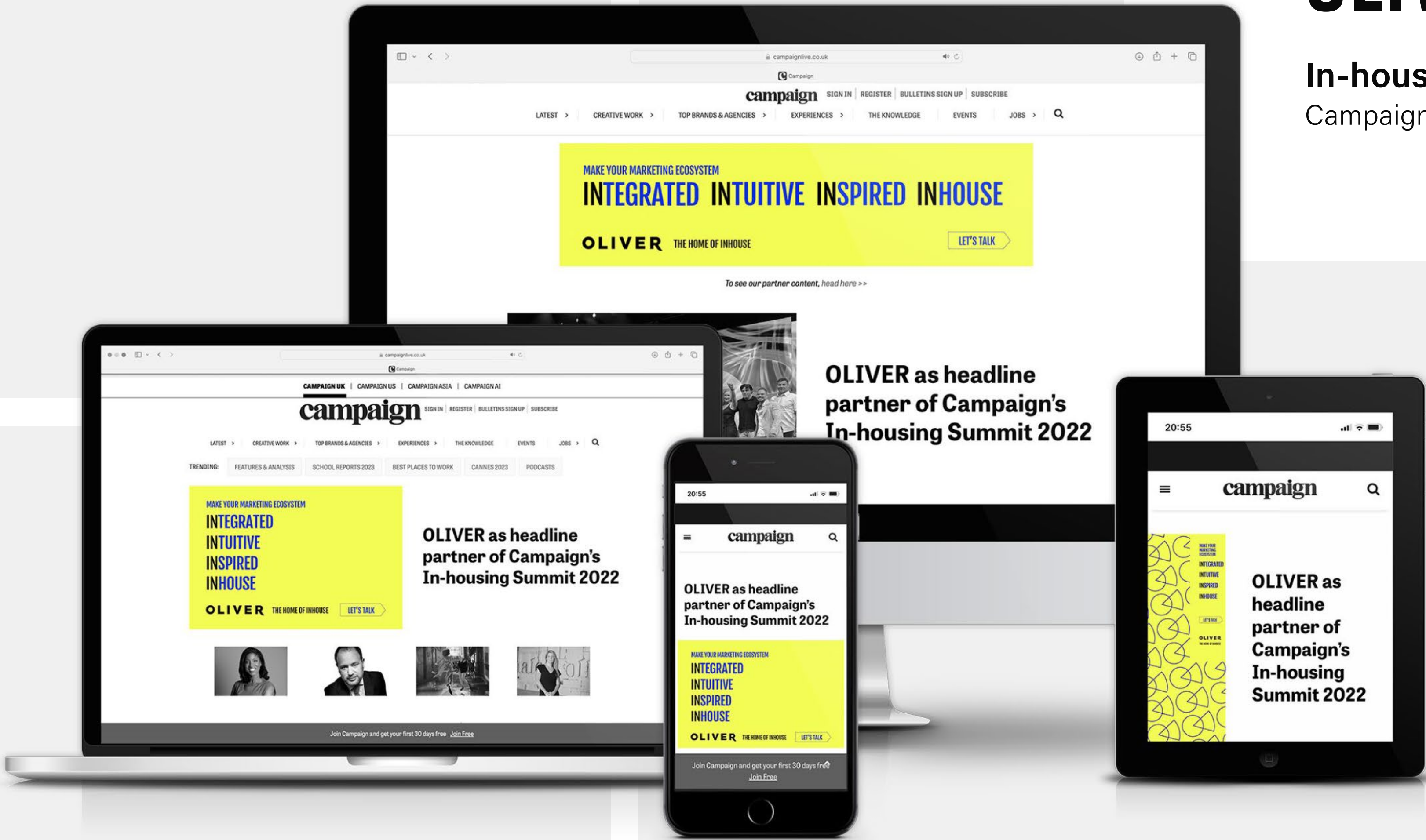


ART DIRECTION / SOCIAL MEDIA / ANIMATION / DIGITAL DESIGN

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OLIVER

In-house Summit
Campaign Banners



RMB

Global Securities Solutions

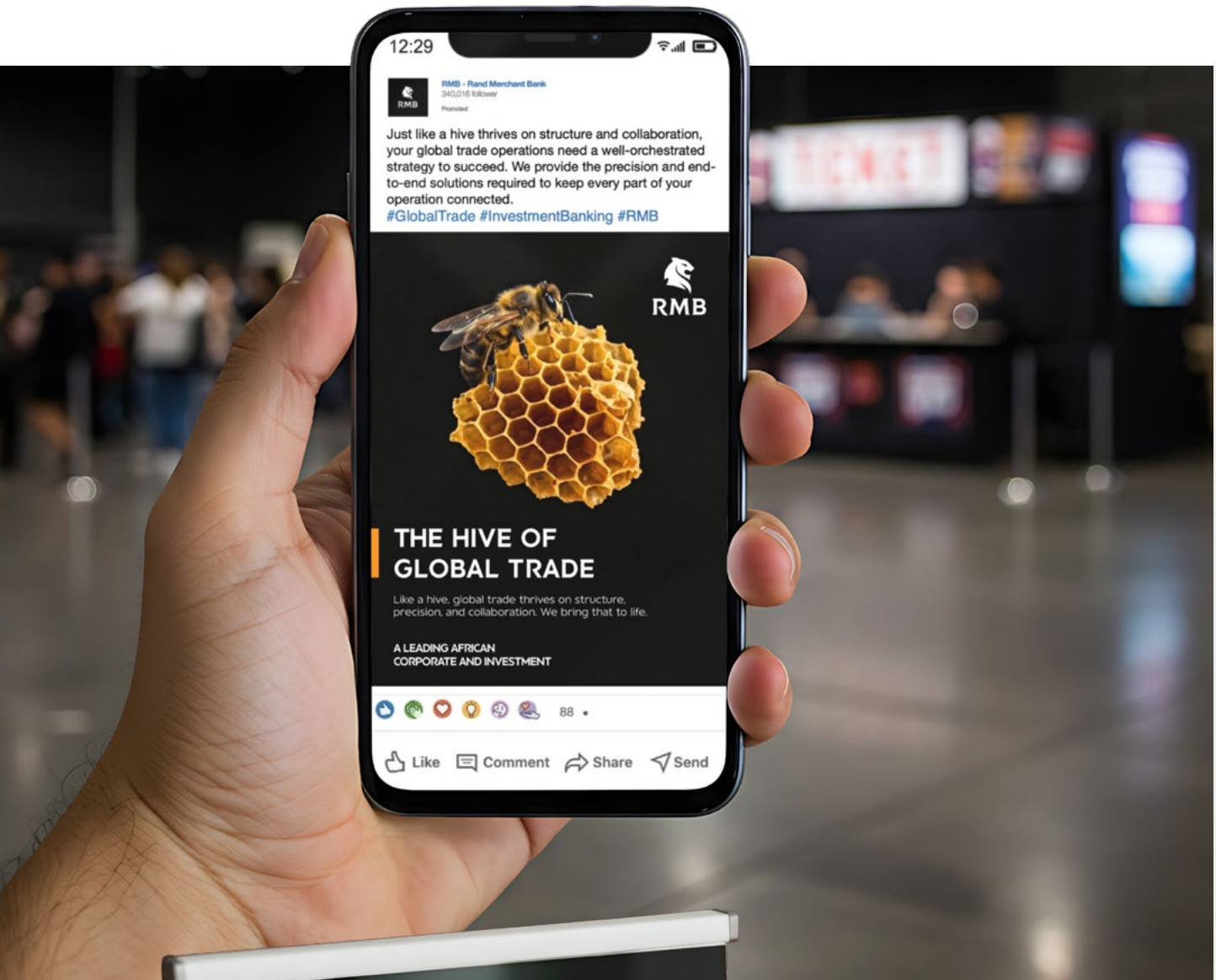
The Hive of Global Trade



CASE STUDY

The Vision: Global Securities Solutions is the intricate, invisible grid of banking. To represent this, I developed a visual metaphor rooted in efficiency. By linking GSS to the structure of a hive, I translated abstract financial data into a narrative of **collective intelligence and structural precision.**

The Execution: I used a macro-photographic style to highlight the **"Nature's Design"** idea, contrasting the organic, golden warmth of the honeycomb against a clean, black environment. The high-contrast palette creates a premium visual system that reinforces clarity, structure and precision.



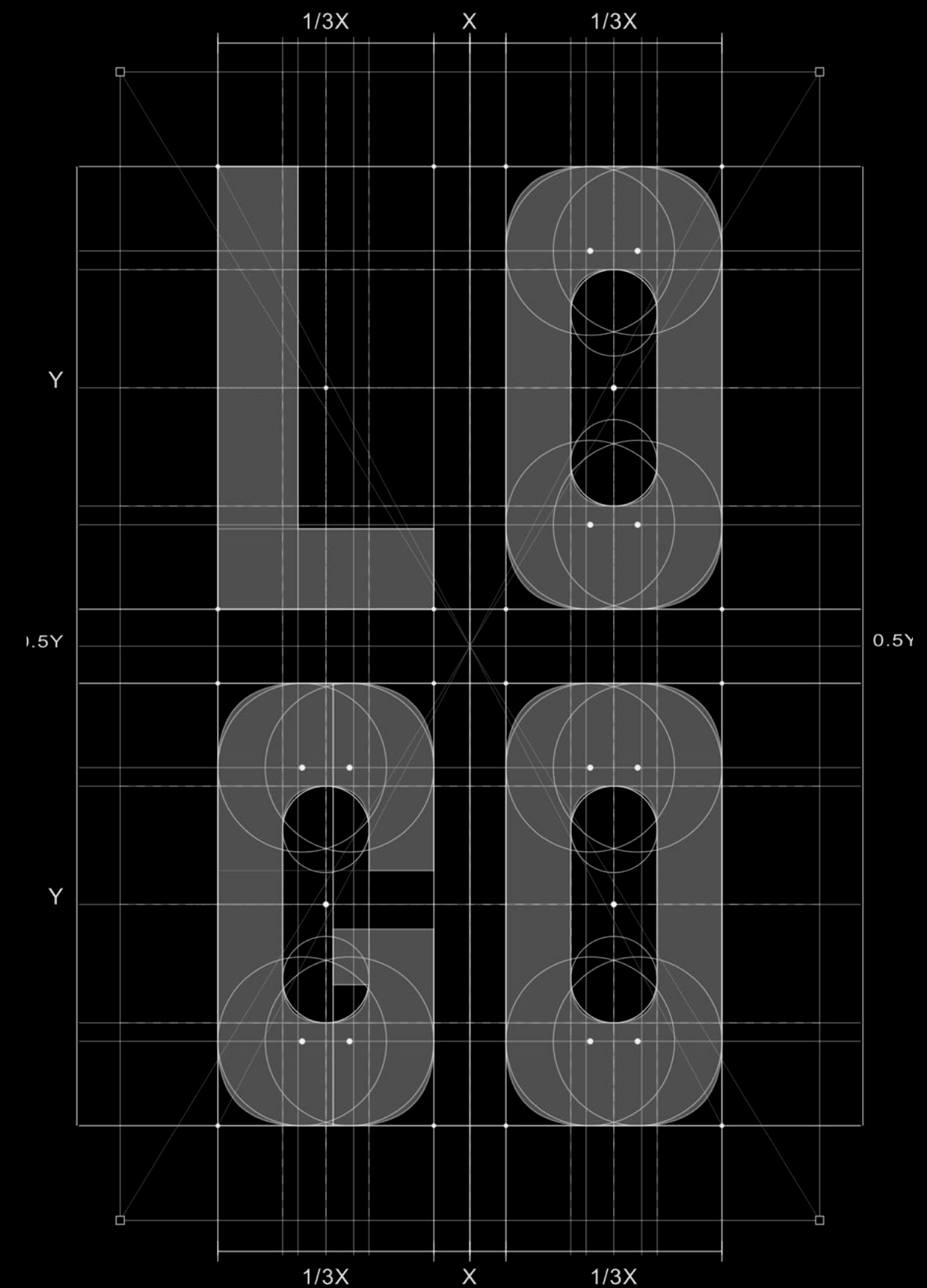
The Result: An invisible financial grid was made visible. The hive became a clear shorthand for how RMB Global Securities Solutions works — connected, purposeful and built on collective precision.



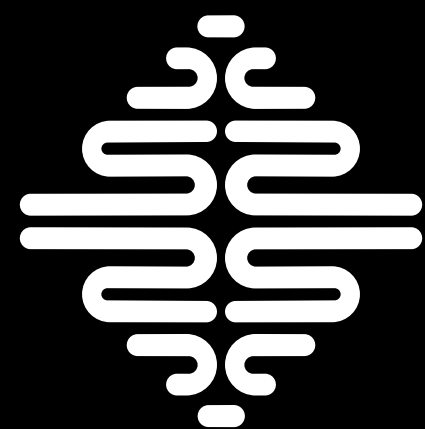
SELECTED

LOGO MARKS

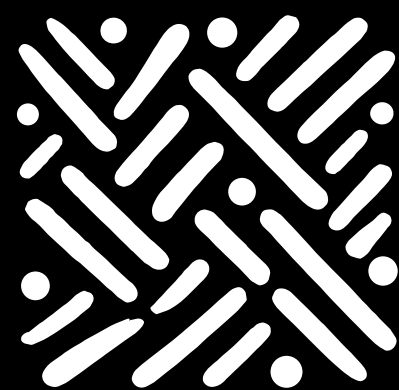
A curated selection of logos and brand marks I've created across identity, campaign and concept-led projects. Each mark was developed to give the brand a clear visual point of view.







SAGE & JADE



Safari

CONCIERGE

Experience Zambia, Beautifully Curated.



EYEWEAR



BIRDWATCH

ZAMBIA

BRIDGE  ENGIRD
CIVIL ENGINEERING & CONSTRUCTION

 AN ANIMAL

 D16 RECORDING STUDIO

 KHUMZAR
CONSULTING & PROJECTS

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THA
NK
YOU

HELLO@VUSIMUZI.STUDIO

WWW.VUSIMUZI.STUDIO

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