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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.

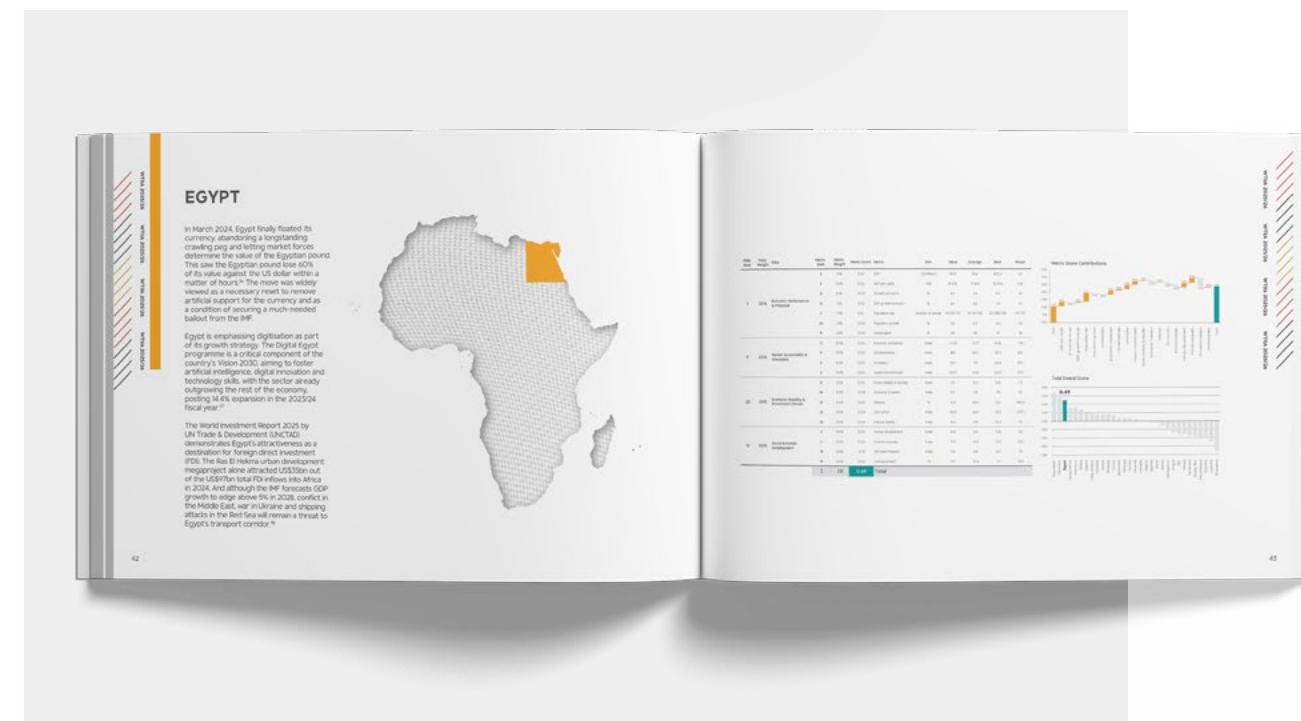


CASE STUDY

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.

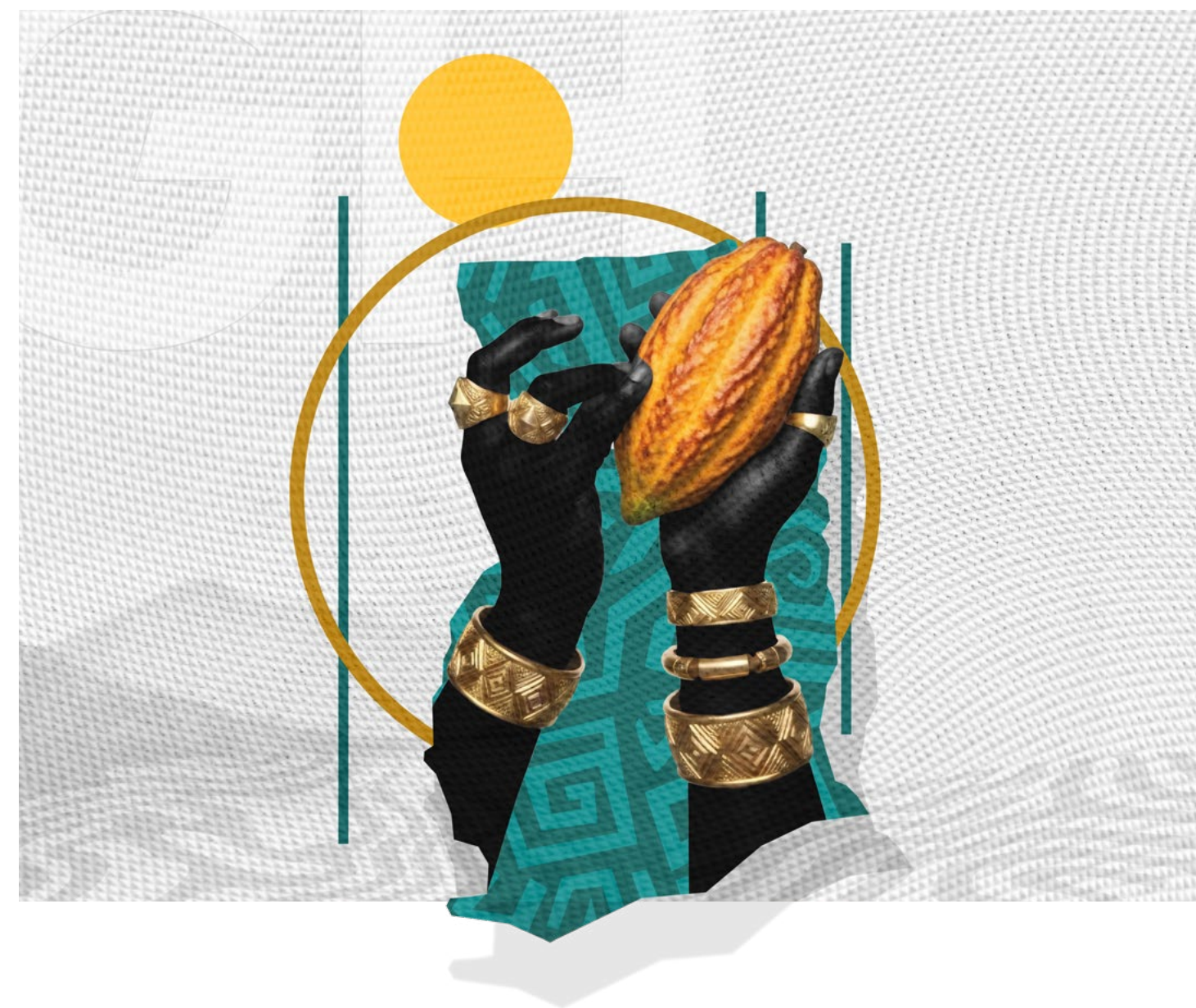


ART DIRECTION / LEAD DESIGN / EDITORIAL DESIGN / PRINT PRODUCTION

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LEAD DESIGN / ILLUSTRATION



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PIRELLI

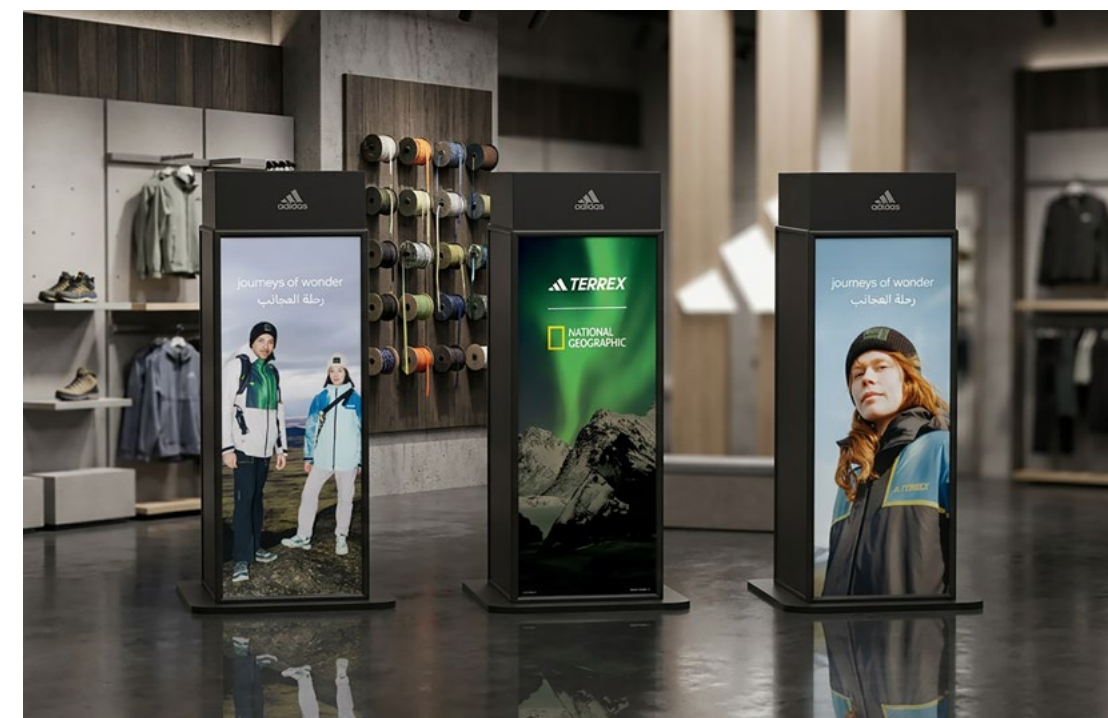
Scorpion All Terrain Plus
Grip is Instinct





VEHICLE BRANDING / MAGNETIC DECALS

VUSIMUZI / PORTFOLIO



ADIDAS TERREX

National Geographic Collaboration
Journeys of Wonder



POS DESIGN / ENVIRONMENTAL BRANDING / LOCALISATION

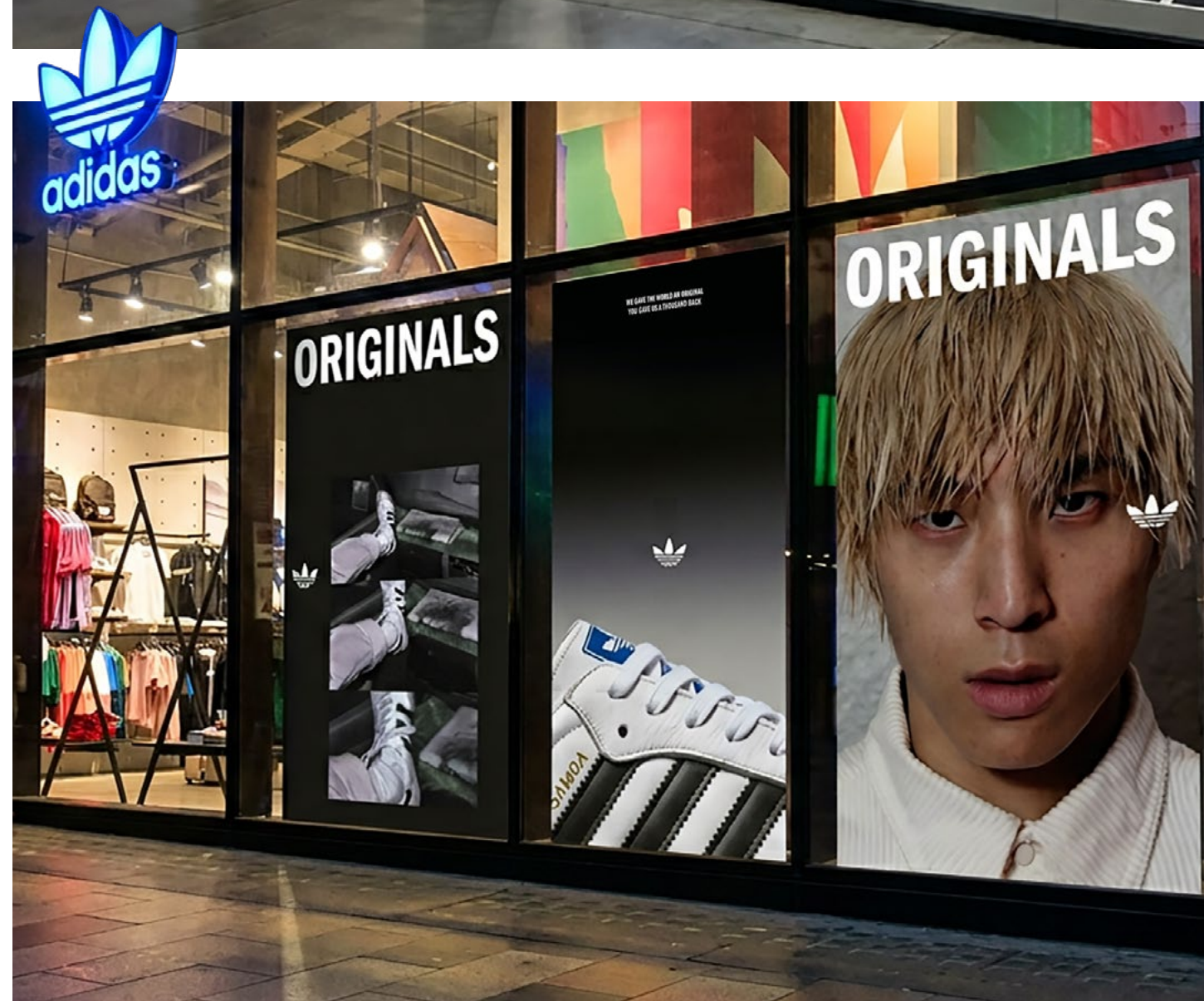
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ADIDAS

Adidas Originals

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



CAMPAIGN ROLLOUT – LARGE-FORMAT PRINT PRODUCTION

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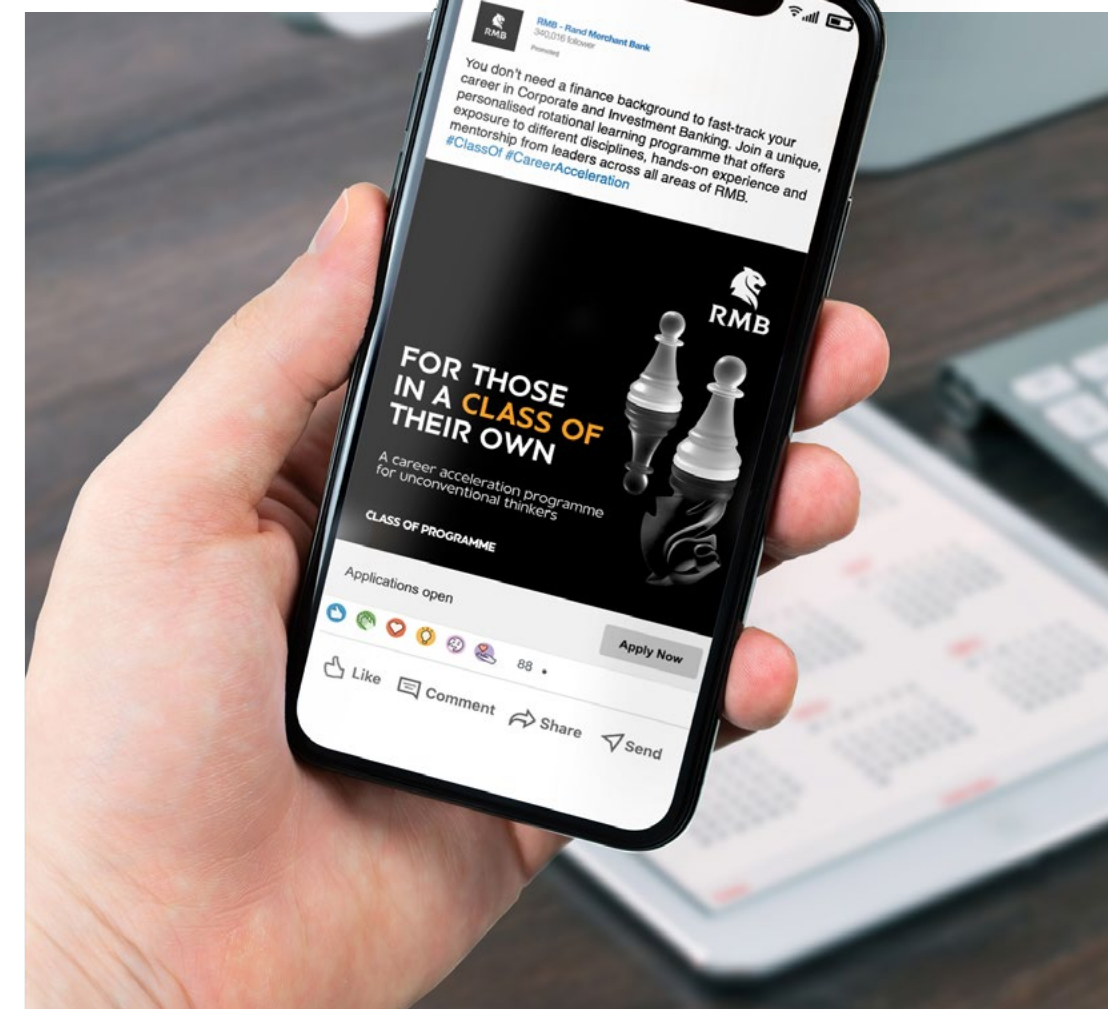
R2SA

Retire to South Africa
Editorial Design System



ART DIRECTION / EDITORIAL DESIGN / PRINT PRODUCTION

VUSIMUZI / PORTFOLIO



RMB

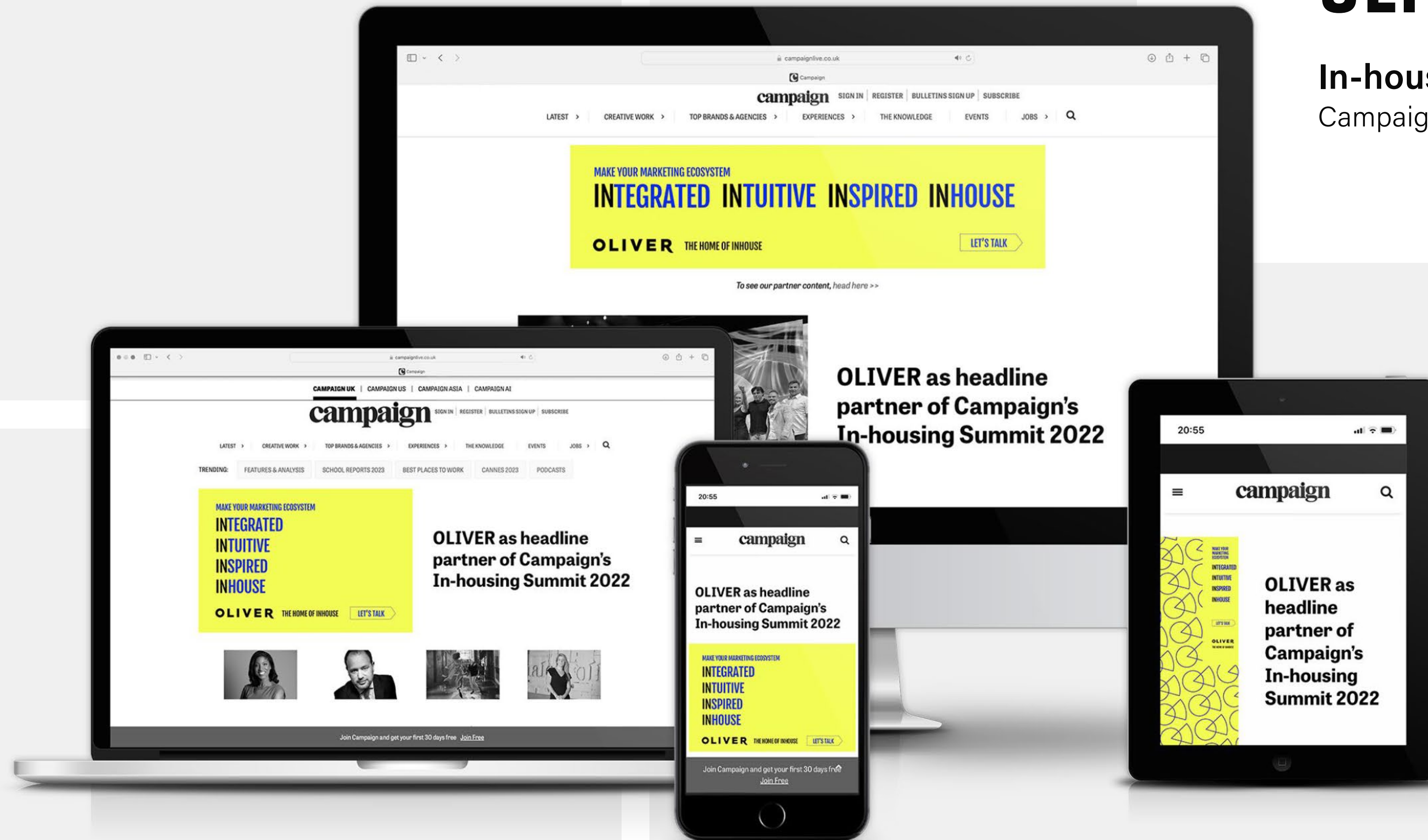
Class Of Programme Talent Acquisition Campaign

ART DIRECTION / SOCIAL MEDIA / ANIMATION / DIGITAL DESIGN

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OLIVER

In-house Summit
Campaign Banners



AN ANIMAL

Creative Agency
Brand Launch



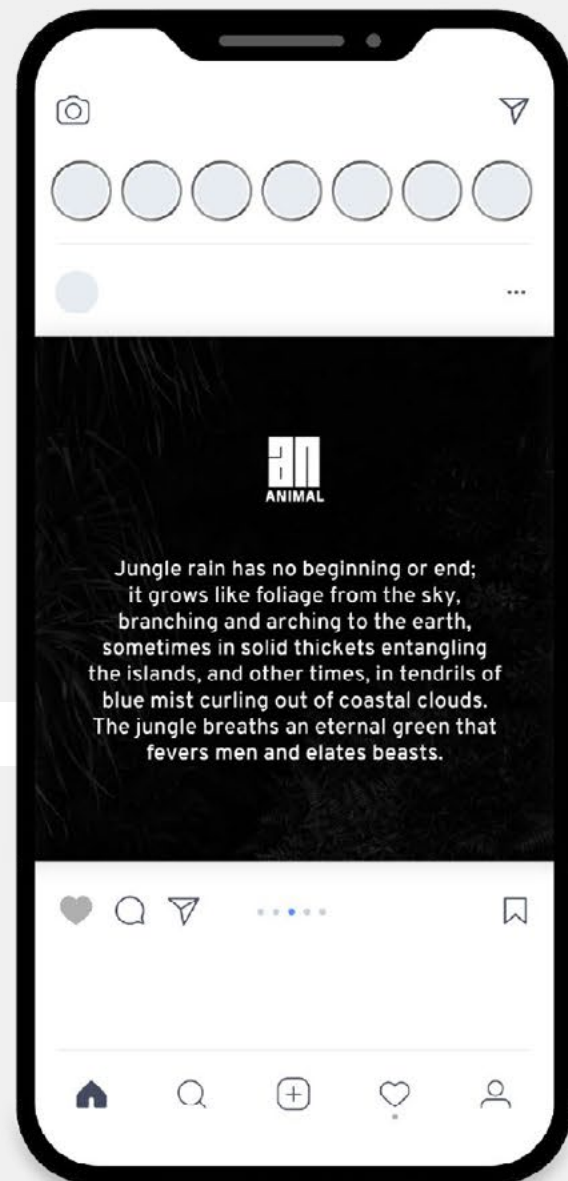
WHAT WE DO

- Strategic Creative
- Digital Marketing
- Branding
- Graphic Design
- Production
- Web & App development

Our marketing solutions are based on the principle that

"EMOTION IS RECOGNITION"

We believe that if a brand can attach emotion to offerings, the consumer will attach recognition.



Jungle rain has no beginning or end: it grows like foliage from the sky, branching and arching to the earth, sometimes in solid thickets entangling the islands, and other times, in tendrils of blue mist curling out of coastal clouds. The jungle breathes an eternal green that fevers men and elates beasts.

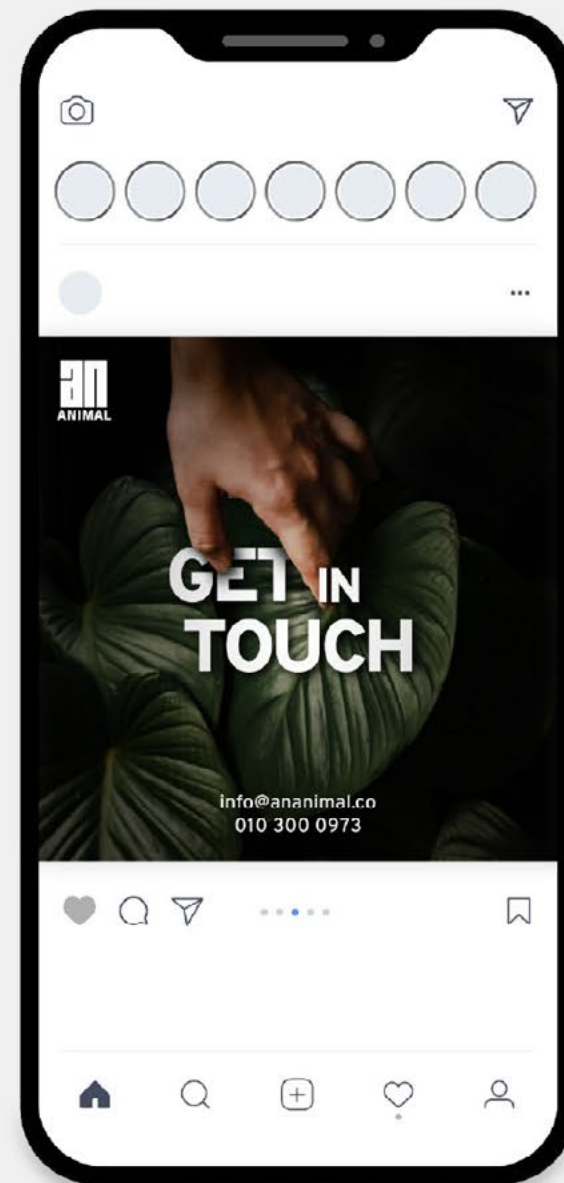
AN ANIMAL

WHO WE ARE

An energetic, creative group of ex-ad agency Animals. The creative jungle ensured that our paths crossed again, and *An Animal* was born. We have built our company on the values of delivering *strategically based creative*, that are *cost effective* for our clients.

If you want *great value for money*, an *exceptional, personalised creative* experience, with a marketing team who get you and will *go the extra mile* for your success, then let us unleash your businesses' potential and track down *your targets* together.

We're *An Animal*.
Welcome to the Jungle



GET IN TOUCH

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RMB

Global Securities Solutions

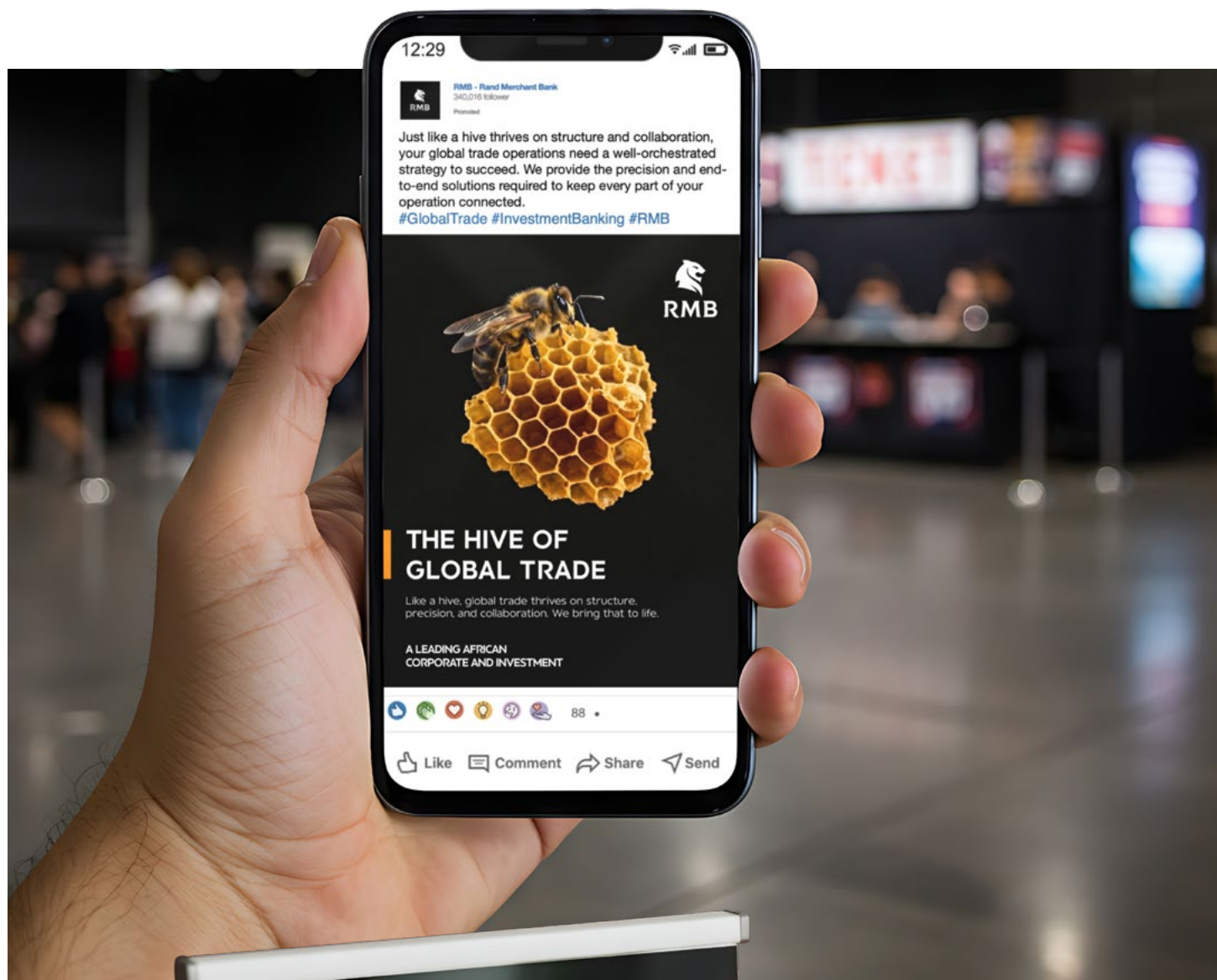
The Hive of Global Trade



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.



ART DIRECTION / CONCEPT DEVELOPMENT / LEAD DESIGN

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