

# MrMediaX

SOUTH AFRICAN BASED MULTIMEDIA ARTIST  
& CREATIVE DIRECTOR

## EDUCATION

### **Coursera**

*2024 - present*

6 month Google UX Design professional certificate

### **AAA School of Advertising**

*2013*

6 month entry level course on theory and practical elements of art direction

### **University of KwaZulu-Natal**

*2007 - 2011*

BA Degree in Fine Arts, Media and Cultural Studies

## SKILLS

Creative Direction  
Graphic Design  
Art Direction  
Storyboarding  
Book Typesetting  
Transcription  
Illustration

## TOOLS / SOFTWARE

### **Visual**

Adobe Creative Suite, GIMP

### **Interactive**

Figma, Basic HTML + CSS, XD

### **Motion**

Adobe Premiere, Kdenlive

## EXTRACURRICULAR

### **Soweto Marathon**

*2022, 2023, 2024*

### **Other Interests**

*Chess, Football, Reading*

## CONTACT

### *Let's connect*

contact@mrmediax.com

www.mrmediax.com

Instagram: @mr\_mediax

## VOLUNTEER WORK

South African Depression & Anxiety Group  
AlgoAtWork Robotics Academy  
Arts Budgeting & Funding Workshops

I am a professionally trained fine artist, graphic designer, and art director with over a decade of hands-on experience. I've had the privilege of managing multiple design projects for small business as well as prestigious clients like Anerg Group, Nedbank, ABSA, and Ornico Media, which has sharpened my self-management and creative direction skills. My design philosophy is all about fostering creativity by creating inspiring environments, and I firmly believe that reading and research are crucial for any graphic designer. I love motivating creative teams and cultivating inclusive, supportive work conditions that spark unlimited creativity and produce outstanding results

## WORK

### **Founder & Creative Director**

**Something Else Design Agency: 2015 - 2024**

### **Freelance Writer**

**Htxt.co.za & Between 10and5: 2013 - 2015**

### **Creative Strategist / Graphic Designer**

**Ornico Media: 2012 - 2013**

## ARTS BACKGROUND

### **Multimedia Artist**

My involvement in the visual arts allows me to constantly keep a deep understanding of colour theory, architecture of form, product presentation, latest design trends and the evolving science of developing beautiful objects. Art allows me to gain comfort with exploring unconventional thinking and experimenting with new technologies for problem solving. Lastly, my foundations in fine art allow me to always create and collaborate with the understanding that good design aims to better the human experience in harmonious balance with nature. Outside of South Africa I have exhibited art projects in Germany, USA, Zimbabwe and Thailand.

## ACHIEVEMENTS

### **Finalist at 25th BASA Awards (2022)**

Selected as finalist for Finance for Hippies Podcast by Business and Arts South Africa

### **Young Independent's 100 (2017)**

Selected as one of the top 100 Young South Africans by Independent Media Group

## SIDE PROJECTS

### **Finance for Hippies**

Platform for creatives wanting to improve their financial literacy

### **Diski Skills Playing Cards**

Educational children's game with augmented reality components

### **African Design League**

Tik Tok & YouTube platform analysing album cover art and design

### **Mambokadzi Playing Cards**

Augmented reality playing cards on African symbolism

### **I Make Africa**

Virtual reality documentary & art exhibition series

### **#Selfie25**

Interactive solo art exhibition