

TEBELLO MOSENENE

MULTIDISCIPLINARY VISUAL DESIGNER & CREATIVE STRATEGIST | REMOTE SPECIALIST

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Creative and strategic visual designer with 8+ years of experience delivering scalable brand experiences, multimedia content, and digital communication frameworks across international markets. Skilled in blending creativity, technology, and strategy to create meaningful, high-impact design solutions. Experienced in collaborating with distributed teams, empowering clients through user-first design systems, and driving business goals through compelling visual storytelling.

AREA OF EXPERTISE

Visual Design & Multimedia Content	Scalable Design Systems (Figma, Canva)
Brand Strategy & Storytelling	Adobe Creative Suite
Social Media Content & Advertising Assets	Presentation Design (Google Slides, PowerPoint etc.)
UI/UX Principles & Landing Page Design	Remote Collaboration

TOOLS

Design & Collaboration Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Canva, Google Slides, PowerPoint  
AI & Innovation Tools: ChatGPT, Midjourney, Adobe Firefly, DALL-E  
Content & Analytics: Meta Business Suite, LinkedIn Analytics, Google Analytics (basic)

PROFESSIONAL EXPERIENCE

- Creative Consultant

Global (Remote: UK, Estonia, USA, Poland) | 2023 – Present

  - Collaborated with businesses and individuals to transform brand ideas into impactful realities through design and strategic brand communication.
  - Created scalable brand frameworks, digital content strategies, and design systems for industries including corporate education, technology, property, retail, healthcare, beauty and more.
  - Empowered clients by developing editable templates and tutorial materials, promoting sustainable brand management.
- Graphic Designer – Superside

Remote (Palo Alto, USA) | 2022 – 2023

  - Designed scalable presentation systems, social media frameworks, and digital ads for global clients across tech, healthcare, and nonprofit sectors.
  - Delivered platform-specific designs using Figma and Canva, driving measurable increases in engagement and user adoption.
  - Conducted trend analysis and research to translate insights into creative, brand-aligned design solutions.
- Content Strategy & Design Specialist - Ideate Studios

Remote (Johannesburg, SA) | 2021 - 2023

  - Developed and executed monthly LinkedIn content plans for Broll Property Group and its CEO.
  - Designed a wide range of assets including animated ads, static ads, landing pages, UI/UX prototypes, and email campaigns.
  - Delivered performance reports and content optimisations to maximise brand visibility and engagement.

**Creative Director – Algorithm Hackers****Remote (Johannesburg, South Africa) | 2020 – 2022**

- Led creative vision and output standards across the agency.
- Pitched concepts and creative strategies to clients, aligning design solutions with business challenges through collaboration with data teams.
- Produced campaign designs for social media, Google Display, annual reports, landing pages, and branded digital content.

**Social Media Moderator (Team Leader) –  
VML Native + Digify Africa****Hybrid (Johannesburg, South Africa) | 2018 – 2019**

- Led social media strategy and response management for Standard Bank Group, improving brand sentiment and customer engagement.
- Streamlined content creation processes based on real-time insights and trend monitoring.

**Assistant Project Manager – adidas US****On-site (Portland, Oregon, USA) | 2016 – 2017**

- Supported eCommerce initiatives, contributing to a 59% increase in online sales through strategic content management and campaign integration.
- Coordinated content across adidas Running, Originals, Athletics, and Skateboarding categories, optimising online user journeys.

**EDUCATION**

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**BA Honours in Strategic Brand Communication**

VEGA School, Johannesburg, South Africa

**Jan 2020 – May 2022****BFA in Advertising Design**

Ringling College of Art and Design, Florida, USA

**August 2012 - June 2016****INTERESTS**

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Art Curation | Travel | Culture Exploration | Entrepreneurship | Social Media | AI