

# phakamilebasson.

Creative Strategist / Multimedia Designer



084 744 4691



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[www.phakamilebassonde  
signs.co.za](http://www.phakamilebassonde<br/>signs.co.za)

## Who Am I

I'm a Creative Strategist and Multimedia Designer who works at the point where thinking meets making. I shape ideas from insight to execution, turning loose thoughts into clear strategies, strong visuals, and experiences that land with people, not just audiences.

I'm obsessed with building something from nothing. Taking an idea, pushing it, breaking it, and turning it into a story, a system, or a moment people can feel. My work is rooted in storytelling through strategy and design, using brand visibility, representation, and cultural relevance to create work that feels real, not forced.

I draw inspiration from the tension between urban and traditional culture, translating it into moments that connect with consumers of art, design, brands, and lifestyle. Guided by the Japanese principle of kaizen, I believe in showing up better every day, sharpening my craft, my thinking, and myself, both in my work and in life.

## Education

2021 - 2023

**BA DIGITAL DESIGN**

Vega Bordeaux

2010 - 2014

**ND FINANCIAL INFORMATION  
SYSTEMS**

University of Johannesburg

## Current occupation

2025 - Current

Alvi Gordon Advertising

**CREATIVE STRATEGIST**

At Alvi Gordon, I work as a creative strategist focused on turning insight into ideas that drive real business and cultural impact.

I build strategic foundations for brand and campaign work, starting with human truths, audience behaviour, and brand purpose, then translating these into clear creative platforms that guide thinking across channels. My role spans the full lifecycle of a campaign, from shaping the core strategy and big idea to planning how it comes to life across ATL, BTL, digital, social, and experiential touchpoints.

I also lead the executional roll out, mapping the campaign journey, defining content ecosystems, and ensuring every touchpoint works together coherently. This includes designing and guiding the development of campaign assets, from key visuals and messaging frameworks to copy, formats, and production considerations, making sure the work is both creatively distinctive and strategically sound.

Ultimately, I bridge strategy and creativity, ensuring that every idea is insight led, execution ready, and aligned to both brand ambition and audience relevance.

## Experience

2024 - 2025

Alvi Gordon Advertising

**GRAPHIC DESIGNER**

This role entails ensuring all creative and digital campaign deliverables are met through briefing and managing all campaign key stakeholders and partners both internal and external. I am further responsible for assisting in creative and digital brainstorming, conceptualisation and implementation of innovative ideas and concepts ranging from graphics design, multimedia, web creative design and development.

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## Experience

2024 - Current

Pixel Brand Architects

### FOUNDER AND DIRECTOR

I am responsible for driving the strategic vision, managing all aspects of operations, and delivering innovative and high-quality brand solutions. This role involves hands-on design work, client relationship management, and leading the creative direction to ensure exceptional service and impactful results for every project.

2023 - 2024

Phil & Ros Branding

Digitron Branding

### GRAPHIC DESIGNER

I am currently responsible for graphic design and visual communication tools for various clients under the Phil & Ros umbrella. These communication tools span from billboards, to social media and all the way to banner designs.

2022

Various Establishments

### SOCIAL MEDIA PROMOTOR

Responsibilities included promoting various events on twitter and instagram in order to attract customers to the hosting establishment as well as attending events and hosting various guests.

2019 - 2020

Blue Mercury Trading

### EXECUTIVE FINANCIAL CONSULTANT

I was responsible for overseeing a sales force team in the long term insurance sales industry ensuring that the team achieves extensive sales targets.

2016 - 2019

Discovery

### FINANCIAL CONSULTANT

I was responsible for large scale sales of Discovery financial products including long term and short term insurance, investments and asset management. My objective was to provide sound financial advice to new and existing customers to achieve high sales targets.

2015 - 2016

Liberty

### FINANCIAL ADVISER

Responsibilities included converting leads into sales through the sales process including target market identification, target segmentation, conducting consumer needs analysis and providing solutions to the identified needs.

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## Expertise

- UI/UX Design
- Photography & Videography
- Advertising
- Advertisement development
- Graphic Design
- Digital Design
- Concept development
- Brand content
- Wireframing
- Web development
- Social media
- Display advertising

## Summary of Skills

- Brand strategy and project conceptualization
- Strategy development
- Concept Development
- Product marketing experience
- Copywriting
- Commercial print & digital advertising
- Event and brand activation experience
- Brand representation experience
- Market research and insight development
- Graphic, digital & multimedia design
- Market identification and segmentation experience
- Sales and marketing skills

## Proficiencies

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Microsoft Office
- Wordpress & WEbflow
- Google Suite
- Adobe After Effects
- Adobe XD
- Visual Studio Code
- Adobe Premiere Pro
- Canva
- Adobe InDesign