

PHAKAMILE BASSON

ART DIRECTOR | DIGITAL DESIGNER | GRAPHIC DESIGNER | CREATIVE STRATEGIST

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I'm Phakamile Basson, a Creative Strategist and Multimedia Designer passionate about building ideas from insight to execution. I work at the intersection of strategy and design, shaping strong creative foundations and translating them into compelling visual systems and integrated campaigns.

With experience across graphic design, brand development, and full campaign rollouts in ATL, BTL, digital, and experiential spaces, I bring a concept first approach to every brief. I focus on turning complexity into clarity, ensuring each touchpoint is intentional, cohesive, and aligned with both brand purpose and audience relevance.

Driven by a mindset of continuous improvement, I'm always refining my craft and thinking. I thrive in collaborative environments where strong ideas, disciplined execution, and cultural understanding come together to create work that feels authentic and built to last.

AREAS OF EXPERTISE

Concept & Creative Direction

- Concept development and big idea generation
- Art direction for integrated campaigns
- Visual storytelling and narrative building
- Campaign ideation across digital and ATL

Visual & Design Craft

- Key visual development
- Brand identity and design systems
- Typography and layout systems
- High-level artworking and execution

Integrated Campaigns

- Social-first creative development
- Digital campaign design (social, web, display)
- OOH and print campaign execution
- Cross-platform asset adaptation

Brand & Strategy Alignment

- Translating strategy into creative output
- Brand consistency and CI governance
- Audience-led and culturally relevant design
- Insight-driven creative thinking

Tools & Technology

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)
- Adobe Firefly and generative AI tools
- Midjourney and AI-assisted visual exploration
- Web design (WordPress, Webflow)
- Figma

Production & Delivery

- Print production and pre-press
- DTP and artwork preparation
- Managing multi-format rollouts
- Quality control and final delivery standards

Collaboration & Leadership

- Cross-functional collaboration (copywriters, strategists, account teams)
- Presenting and selling creative ideas
- Guiding junior designers and giving feedback
- Managing multiple projects in fast-paced environments

PROFESSIONAL EXPERIENCE

Creative Strategist, Alvi Gordon Advertising Group

August 2025 - Present

- Develop strategic foundations for campaigns by translating insights, audience behaviour, and cultural context into clear creative platforms.
- Collaborate with cross-functional teams to shape ideas from concept to execution, ensuring alignment with brand objectives and audience relevance.
- Guide integrated campaign rollouts across ATL, BTL, digital, social, and experiential channels, maintaining consistency and strategic clarity.

Graphic Designer, Alvi Gordon Advertising Group

March 2024 - July 2025

- Designed and adapted integrated campaign assets across ATL, BTL, digital, social, and experiential platforms, translating strategy into high quality visual work.
- Developed key visuals, social content, digital ads, and large format print while ensuring brand consistency and production readiness.
- Collaborated with cross-functional teams and managed multiple projects in a fast paced environment, maintaining strong attention to detail and quality control.

Freelancer, Pixel Brand Architects

January 2024 - Present

- Lead brand, design, and marketing solutions for emerging businesses, managing projects from concept through to final rollout.
- Develop brand strategies, visual identities, and digital presence, including logos, brand systems, and websites.
- Create multimedia content across digital, social, web, and print while managing client relationships, timelines, and deliverables aligned to business goals.

Graphic Designer, Phil & Ros Advertising (Part-time)

January 2023 - December 2023)

- Designed campaign materials, social content, brand collateral, and large format visuals for various client brands.
- Translated briefs into clear, brand-aligned designs and prepared accurate artwork for digital and print production.
- Managed multiple projects while collaborating with clients and teams to deliver visually strong, on-brand work.

Graphic Designer, Digiron Branding (Part-time)

January 2023 - December 2023)

- Designed and prepared print-ready artwork for large format applications including signage, banners, and vehicle branding.
- Handled layout, artwork adaptation, and detailed artworking, ensuring files met all production specifications and standards.
- Collaborated with production teams while managing multiple projects, maintaining strong attention to detail and quality control under tight deadlines.

Social Media Promotor, Freelance

February 2022 - December 2022

- Created and published engaging content on platforms like Instagram and Twitter to drive awareness and event attendance.
- Built hype through pre-event promotion, real-time engagement, and on-site content creation.
- Collaborated with event teams to ensure consistent messaging and strong audience engagement.

Executive Financial Consultant, Blue Mercury Financial Services**January 2019 - March 2020**

- Drove financial sales by identifying target markets, conducting needs analyses, and recommending tailored solutions.
- Led and supported a sales team, ensuring targets were met through coaching and performance management.
- Built client relationships and converted leads into sales while maintaining high service standards.

Financial Consultant , Discovery**November 2016 - December 2018**

- Advised individuals and businesses on financial planning, recommending tailored solutions across insurance, investments, and health products.
- Built strong client relationships, conducted needs analyses, and simplified complex financial information to support informed decision-making.
- Consistently met sales targets and achieved highest year-on-year growth percentage (2017/2018) through strong performance.

Financial Advisor, Liberty**May 2015 - October 2016**

- Provided tailored financial planning solutions by assessing client needs, risk profiles, and long-term goals.
- Built and managed client relationships, guiding clients through financial decisions and structured wealth plans.
- Consistently met performance targets through strong sales ability, market understanding, and clear communication.

EDUCATION

Bachelor of Arts: Digital Design, VEGA**March 2021 - December 2023**

Completed a Bachelor of Arts in Digital Design at Vega School, focusing on graphic and digital design, brand strategy, and marketing, with an emphasis on combining creative thinking with strategic communication across digital platforms.

- Developed strong foundations in graphic and digital design, including typography, layout, visual hierarchy, and multimedia content creation.
- Gained knowledge in brand strategy, consumer behaviour, and marketing, enabling me to align design with business and audience needs.
- Built skills in concept development and creative problem solving, translating insights into clear, effective visual communication.

National Diploma: Financial Information Systems, UJ**February 2010 - December 2014**

Completed a National Diploma in Financial Information Systems at the University of Johannesburg, focusing on the integration of finance, information systems, and business processes to support data-driven decision-making.

- Developed an understanding of financial management, accounting principles, and business operations.
- Gained skills in information systems, data analysis, and how technology supports financial processes.
- Built problem-solving and analytical thinking abilities for interpreting financial data and improving business efficiency.

ADDITIONAL INFORMATION

- **Awards/Activities:** Highest % Growth Year on Year (2027/2018)