

ZINZI MBOLA

Creative & Design Lead

About

Creative Leader with 10+ years of experience driving high-impact visual and digital solutions across global brands. Proven track record in leading multidisciplinary teams, improving operational efficiency, and delivering commercially successful campaigns across digital and print. Skilled in aligning creative strategy with business objectives, optimising workflows, and building scalable design systems that elevate brand performance. [Portfolio link : www.zinzimbola.co.za](http://www.zinzimbola.co.za)

Core Competencies

Creative Direction	Creative Operations	Adobe Creative Suite
Team Leadership & Mentorship	Stakeholder Management	Figma
Brand Identity Systems	Design Systems	Cross-Functional Collaboration
UI/UX Design	Motion Graphics	Print & Digital Production
Digital Campaigns	Creative Strategy	Workflow Optimisation

Work Experience

Head of Creative

Core Group | March 2023 – Present

Key Responsibilities:

- * Lead and manage a team of 8 designers, driving performance through KPIs and structured development plans
- * Oversee all creative output across campaigns, ensuring consistency, quality, and brand alignment
- * Direct and manage external agencies, ensuring high-quality delivery within budget
- * Oversee media buying decisions to optimise placement and cost efficiency
- * Act as the primary client liaison, translating business needs into effective creative solutions
- * Lead end-to-end campaign execution, from concept development to final delivery
- * Develop and launch new brand identities into market
- * Drive stakeholder engagement and manage key relationships across the business

Key Achievements:

- * Improved team output efficiency by **30%** by introducing structured workflows and better briefing processes
- * Reduced external agency costs by **20%** through improved in-house capability and resource planning
- * Successfully launched **5+ brand campaigns** across major global brands, delivering on time and within budget

Brands : Apple, Nintendo, DJI, Microsoft Surface, GoPro, Pure Electric, Ultrahuman

Senior User Interface Designer

Cheil South Africa | August 2020 – February 2023

Key Responsibilities:

- * Designed user interfaces and user experiences for web platforms
- * Reviewed and mentored junior designers, providing structured feedback
- * Led concept development for digital campaigns, translating brand strategy into high-performing creative executions across social and digital platforms

Key Achievements:

- * Designed and delivered UI/UX solutions for web platforms, improving user engagement and usability across key digital touchpoints
- * Contributed to campaign rollouts for Samsung, supporting high-visibility product launches across digital channels

Brands: Samsung

Freelance Learning Architect

First National Bank | June 2019 – January 2020

Key Responsibilities:

- * Designed comprehensive training programmes and learning curricula
- * Leveraged LMS and e-learning platforms to deliver and track learning initiatives
- * Updated CI across learner guides and training materials

Brands : First National Bank

Motion Graphic Designer

Joe Public United | February 2018 – March 2019

Key Responsibilities:

- * Developed high-impact creative concepts for digital campaigns
- * Produced engaging static and animated content for social platforms
- * Created educational video content to support brand communication

Brands : Cell C, Anglo American

Digital Designer

TBWA Hunt Lascaris | October 2016 – January 2018

Key Responsibilities:

- * Collaborated on pitches and campaign ideation
- * Conceptualised and executed digital campaigns and content calendars
- * Rolled out multi-platform digital campaigns

Brands : MTN, Standard Bank, Nissan

Junior Graphic Designer

EDiMPRESSION | November 2014 – September 2016

Key Responsibilities:

- * Produced final design solutions including logos, banners, and key visuals
- * Designed billboard mockups and prepared artwork for print production

Brands : First National Bank, Simba, Rennie