

craig
wright.

AI Creative Director



ABOUT

With over fifteen years of design experience, I believe creativity and AI can work in rhythm, transforming imagination into design that works smarter and connects more deeply. Every project becomes a conversation between logic and emotion, crafted to create meaningful impact.

WORK EXPERIENCE

Designity | AI Creative Specialist 2025 – Current

Leading AI-driven workflows in an effort to up-skill the creatives with efficient best practices for using AI in design.

Superside | AI Creative Lead 2021 – 2025

Leading AI-driven creative across global brands, pioneering smarter workflows and consistently raising the bar on output quality.

AO Technology | Lead Graphic Designer 2019 – 2021

Spearhead the design direction and brand strategy for multiple brands across Africa and Europe. Working as lead on the Mercedes-Benz truck account.

Freelance | Lead Graphic Designer 2019 – 2020

Following a company closure, I transitioned into freelance work to take full creative ownership of projects from concept to delivery across various UX/UI and digital design projects.

CHROME | Head of Design 2016 – 2019

Responsible for exploring, defining, and producing engaging interface designs that created effective customer experiences across multiple devices.

Joe Public United | Art Director 2015 – 2016

Worked within fast-paced, high-volume creative environments while managing tight deadlines and gaining extensive experience in print, in-store campaigns, brand development, and conceptual thinking.

In-Detail | Graphic/Web designer 2014 – 2015

Worked across a broad range of design projects with a focus on website design and HTML email development, delivering projects from concept through to WordPress implementation.

Dsigna MCD | Graphic Designer 2014 – 2015

Worked on various campaigns, publication print ads, and exhibition stand graphics, gaining experience on larger-scale and more demanding projects.

ER Design | Graphic Designer 2012 – 2013

Began my design career creating fast-turnaround print and digital assets for in-store and social media campaigns.

Rebel Airbrushing | Airbrush Artist 2009 – 2011

My passion for craft and creative exploration began straight out of university, working within the world of custom-painted cars and motorcycles.

TOOLING

Adobe Suite
Adobe Firefly
Figma
Krea
Weavy
Flora
Runway
Fal

SKILLS

Creative development
Creative AI Workflow
Print design
Design systems
Brand Strategy
Concept development
Prompt engineering
Retouching

EDUCATION

NDIP in Graphic Design
Tshwane UT
2008

Certificate of Brand Management
Digital School of Marketing
2020

Certificate of Brand Identity
Digital School of Marketing
2019

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