

craig
wright.

Creative Lead



ABOUT

With over fifteen years of design experience. I believe creativity and AI can move in rhythm, turning imagination into design that works smarter and feels deeper. Each project is a conversation between logic and emotion, crafted to connect in meaningful ways.

WORK EXPERIENCE

Superside | Creative Specialist

2021 – Now

Creative Nomad. Working on multiple brands across the world, pioneer the use of AI in creative delivery and consistently growing as a creative.

AO Technology | Lead Graphic Designer

2019 – 2021

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

Freelance | Lead Graphic Designer

2019 – 2020

After a company closure, I chose to go out on my own to take creative control of projects from start to finish working on various UX/UI and Digital projects

CHROME | Lead Graphic Designer

2016 – 2019

Responsible to explore, define and produce joyful and effective interface designs to create beautiful customer experiences on multiple devices.

Joe Public United | Art Director

2015 – 2016

This stage was fast pace workloads at scale keeping up with tight deadline while learning, more then I could imagine, about print, In-store campaigns, brand development and concept.

In-Detail | Graphic/Web designer

2014 – 2015

Working on all round design but focusing on websites and coding emailer, this become the norm during this period, creating site from concept to delivery using Wordpress

Dsigna MCD | Graphic Designer

2014 – 2015

Working on various campaign, publication print ads and exhibition stand graphics, my experience grew for larger more demanding projects.

ER Design | Graphic Designer

2012 – 2013

Started my visual journey create fast moving print and digital assets for in-store and social media.

Rebel Airbrushing | Airbrush Artist

2009 – 2011

My love for craft and exploration started straight out of university, diving into the world of custom painted cars and bikes

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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