

SHAHEED GQOKOMA

DESIGN - LED SOLUTIONS ARCHITECT

Creative Technologist · Brand Systems · Front-End Engineering · AI Workflows

I identify business friction and turn it into useful systems, stronger brands and practical digital tools.



VALUE

01

Reduce friction

Improve processes, workflows and digital experiences so organisations work with greater clarity and efficiency.

02

Elevate brands

Strengthen positioning, communication and reputation across every customer and stakeholder touchpoint.

03

Build practical solutions

Translate real business needs into websites, AI-enabled tools, campaigns and scalable creative systems.

METHOD

DISCOVER · DEFINE · DESIGN · BUILD · IMPROVE

CURRENT EXPERIENCE

Mustek Limited

Senior Graphic Designer / Design Team Lead · 2016–Present

Lead brand, campaign and multimedia execution across a high-volume technology environment. Translate business objectives into effective communication, guide junior designers and improve creative workflows.

SELECTED SOLUTIONS

Creative OS AI
Infinity Canvas
Logo Resizer
Art Drektor PRO
AEROLens Air Quality App
Chowza App

CORE CAPABILITIES

Brand Strategy · Identity Systems · Campaign Design
Creative Direction · Multimedia · Motion · Presentations
UI/UX · Web Design · Front-End Engineering
AI Workflows · Creative Systems · Product Thinking

EXPERIENCE

01

MUSTEK LIMITED

Senior Graphic Designer / Design Team Lead · 2016–Present

Lead visual communication across corporate campaigns, product marketing, retail promotions, presentations, signage, internal communication, motion content and brand-led initiatives.

Interpret business and partner objectives, shape creative direction and deliver work across print, digital, social and physical environments.

Support major technology brands while maintaining brand governance, commercial accuracy and consistency under demanding deadlines.

Guide junior designers, review output, strengthen visual standards and improve the flow of high-volume creative production.

Explore and implement AI-assisted workflows that accelerate ideation, image creation, content development and production without compromising creative judgment.

02

MADRUSH TECHNOLOGIES

Graphic Designer · Earlier role

Developed foundational commercial experience across brand identity, layout, advertising, marketing collateral and digital communication.

Worked across varied briefs and client requirements, strengthening concept development, production discipline and the ability to turn complex information into clear visual communication.

AI & FRONTIER CAPABILITY

Advanced working knowledge of frontier AI and agentic models, with practical experience applying them to research, ideation, design, development and workflow automation.

ChatGPT · OpenAI Codex
Claude · Claude Code
Gemini
Midjourney · Runway
AI image and video workflows
Figma · Adobe Creative Cloud
Front-end builder tools

BUILT PRODUCTS & TOOLS

Creative OS AI
creativeos.cloud/ai
Infinity Canvas
Logo Resizer
Art Direktor PRO
AEROLens Air Quality App
Chowza App

BRAND EXPERIENCE

Samsung · Mecer · Mustek
Saudi Pet Sitters
Apple · Epson · Lenovo
Huawei · Zebra · Ricoh

EDUCATION

OPEN WINDOW, PRETORIA

Visual Communication Studies

Coursework: Visual Culture, Communication Design, Drawing, Creative Techniques and Adobe Software Workshops.

VEGA SCHOOL

Short Course · Photography

Completed an intensive photography course covering visual composition, camera craft and image-making.

CONTINUING DEVELOPMENT

Ongoing self-directed learning across brand strategy, product design, front-end engineering, artificial intelligence, agentic workflows and emerging creative technology.