



**Khwezi Mgoduka**  
 Illustrator | Graphic & Web Designer  
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<https://kayepi.pro/>

## Skills

### Strong

Adobe Creative Suite and its workflows;  
 Problem Solving; Javascript (React); WordPress;  
 CorelDRAW Graphics Suite; Canva; Art Strategy;

### Familiar

Adobe Lightroom; Adobe Photoshop;  
 Adobe InDesign; C; C++; IT;  
 Copywriting; Microsoft Office;

### Languages

English; isiZulu; isiXhosa; seSotho;  
 seTswana; Afrikaans

### Interests

UX Design; Print/Digital Augemntation;  
 Animation; Chess; Music; Writing;  
 Painting; Blockchain;

## Education

### Angular 2 Bootcamp

*BBD*

2018

Certificate for Angular Framework Development

### Software Engineering

*WeThinkCode\_*

2016 - 2018

2 year course with intermittent work-experience

### The Online Fundamental Marketing

*Google*

2016

Certificate for Digital Marketing essentials

## Experience

### Definitive Brand Culture

#### Senior Graphic Designer

Jan 2024 - Present

Oversight of Graphics and Design related issues  
 Head of Design Department  
 Web Design; Mentor & Management

### Ramaphosa Combined School Trust

#### Graphic Designer

Mar 2019 - Jan 2024

Asset Creation  
 Video Editing  
 Website design and development  
 Documentation design

### O'Keeffe & Swartz

#### Sales Consultant (Call Center)

Mar 2023 - Jun 2023

Insurance Sales (Standard Bank)  
 CrossSell RC Call Center Software Support

### BBD (Contracted to Vodacom)

#### Junior Software Developer

Jan 2018 - Dec 2018

Developing Components for My Vodacom X app  
 Migration from Xamarin (C#) to React Native  
 Bugs ticketing and fixing

### BBD (Contracted to Standard Bank)

#### Intern Software Developer

Jan 2017 - May 2017

AngularJS component development

### Definitive Brand Culture

#### Prinicpal Graphic Designer

Jan 2017 - Dec 2017

Oversight of Graphics and Design related issues Head  
 of Design and Content  
 Client Liason

### Definitive Brand Culture

#### Vector Graphic Designer

Apr 2016 - Jan 2017

Vector designs on any given brief; (Corel & Adobe)

## Honours and Awards

### Award for Excellence in Entertainment Company Digitization 2021

*Acquisition International Magazine*

Mar 2021

Best Music Artist Development & Music Production Company - <https://www.acquisitioninternational.com/winners/mofunk-records/>

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# KHWEZI MGODUKA

ILLUSTRATOR | CREATIVE DEVELOPER | DESIGNER



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**WHY I DO WHAT I DO**

**I am a multidisciplinary creator who thrives at the intersection of art, technology, and problem-solving.**

**A visionary driven by a desire to empower communities and explore new frontiers of creativity, I wear many hats: Illustrator, Creative Developer, Designer, Entrepreneur, and Community Builder.**

**My work reflects my curiosity, resilience, and passion for creating value through innovative solutions.**

**I like playing Chess, making electronic music, participating in the Hip Hop Culture, and Ideating.**



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**I craft compelling visuals, develop interactive digital experiences, and design products that combine functionality with beauty. As an illustrator, I create meaningful artwork infused with storytelling. As a creative developer, I build websites, digital products, and templates that address specific challenges. As a designer, I transform abstract ideas into functional and aesthetic realities.**

**Additionally, I informally mentor and manage artists from underserved areas, facilitating access to opportunities they might not otherwise have. I blend business acumen with artistic vision, whether by hosting a print-on-demand store, providing tailored services for musicians, or designing templates for schools.**

**WHAT DO I DO**



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**I come from a cascade of places, each shaping my multifaceted perspective. Born in the township of Vosloorus, I spent my foundational years in the suburbs of Klipportjie and Leondale, experiencing suburban stability and structure. My teenage years were spent in the middle-class townships, immersing me in the resilience and creativity of vibrant communities.**

**This journey across diverse environments has given me a humbling appreciation for life from multiple angles. It has nurtured my empathy, adaptability, and ability to connect with people from all walks of life, qualities that shine through in my creative and entrepreneurial endeavors.**

**WHERE DO I  
COME FROM**



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I approach my work with a blend of strategic thinking, empathy, and hands-on execution:

- **Research:** You deeply understand your audience and clients, tailoring your solutions to their needs.
- **Experimentation:** Whether illustrating or coding, you are unafraid to iterate and refine until the result resonates.
- **Tools & Skills:** From digital illustration software to WordPress plugins and custom coding, you leverage diverse tools to bring your visions to life.
- **Collaboration:** You empower others—artists, clients, or communities—to realize their potential through your designs and mentorship.
- **Mindset:** Grounded in accountability and driven by a desire to make meaningful contributions, you balance creativity with practicality to deliver impactful results.

YOU CAN READ  
MORE ABOUT MY  
PROCESS ON MY  
BLOG HERE



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**I am driven by a vision of building a sustainable creative future—not just for myself but for the communities I engage with. Art and technology are my tools to bridge gaps, foster self-expression, and create opportunities. I do what I do because:**

- I believe in storytelling: Every design, illustration, or website I create tells a story, helping people and brands connect meaningfully with their audiences.**
- I want to empower others: Whether managing township artists or creating accessible tools, I aim to uplift those without access to resources.**
- I dream of self-sustainability: My ideal lifestyle is one where my creativity fuels my livelihood while enabling me to give back.**
- I envision an artist homestead: My ultimate goal is to create a self-sustainable sanctuary for creativity—a homestead with studios for artists across multiple disciplines. This space would act as a hub of innovation, coalescing various mediums into a creative conveyor belt that not only produces solutions for the neighborhood but also strengthens cultural identity and empowers the community.**
- I value innovation and growth: I thrive on challenges and learning new ways to solve problems, continuously expanding my creative and technical skills.**

**At its core, my work is about weaving art, technology, and community into a fabric that enriches lives and solves problems.**

**WHY I DO  
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# 15 YEARS OF MOFUNK ART DIRECTED BY KHWEZI MGODUKA

[HTTPS://WWW.PLAYBOOK.COM/S/INSIDETHEHEADOKP/15-YEARS-OF-MOFUNK-ART-DIRECTED-BY-KHWEZI-MGODUKA/](https://www.playbook.com/s/insidetheheadofkp/15-years-of-mofunk-art-directed-by-khwezi-mgoduka/)

This portfolio showcases the transformative power of multiple mediums to attract new audiences, enhance product innovation, and expand market access. Mofunk Records, a Johannesburg-based label founded in 2005, experienced a transformative phase under my art direction, which contributed to the brand winning an award with Acquisition International while continuing to evolve its deep and soulful house music into a globally recognized catalog.



A REVAMP OF THE MOFUNK LOGO INTO A REFRESHING ASTEROID-LIKE DESIGN TO SIGNIFY BRINGING IN A NEW WORLD INTO THE HOUSE MUSIC SPACE.



ONE OF THE FIRST INSTALMENTS OF THE 15 YEARS OF MOFUNK CAMPAIGN, CHAMBERS EP WAS A MOMENT CAPTURED BEYOND THE GENRE OF DEEP AND SOULFUL HOUSE MUSIC, AND THUS A WELL DESIGNED COVER ART THAT SHOWCASED THE TRACKLIST AS WELL AS THE METAPHOR OF THE HEART.



WITH THE USE OF FL STUDIO'S ZGAME ENGINE AND ADOBE ILLUSTRATOR, I MADE AN ANIMATED VISUAL FOR PROMOTION OF THE STAY EP SHOWCASING THE SPINNING VINYL WHICH BECAME A TREND THE FOLLOWING YEAR.



A LIVE PERFORMANCE CAPTURED AND EDITED FOR PROMOTION USING ADOBE AFTER EFFECTS AND PREMIERE PRO. I CREATED THE TITLE SEQUENCE AND EDITS, AND WAS BEHIND THE CAMERA ON ONE OF THE ANGLES.

## HIGHLIGHT PROJECT



COVER

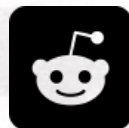
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LINK WITH ME