

Dini Konzi

Conceptual Art Director | Graphic Designer | UI Designer

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[Creative Portfolio](#) | [linkedin.com/in/dini-konzi/](#)

I am an award-winning Conceptual Art Director and Senior Designer with over 14 years of experience leading integrated campaigns, digital storytelling, and brand transformation. I specialise in crafting ideas that connect — merging strategic thinking with culturally resonant design across TVC, OOH, print, digital, and social platforms. My work has driven results for brands such as Capitec, Nescafé, Wimpy, Halls, TotalEnergies, and Cadbury, and earned recognition with Loeries Gold, Creative Circle, and Pendoring awards. I thrive on collaboration, team leadership, and pushing creative boundaries — balancing bold conceptual thinking with technical precision to produce work that inspires, performs, and endures.

CORE COMPETENCIES

- Art Direction & Creative Leadership
- Digital Campaigns (Social, Display, Programmatic)
- Branding & Visual Identity Systems
- Motion Graphics & Video Direction
- Concept Development & Storytelling
- Cross-Platform Design (TVC, OOH, Web, Mobile, Print)
- Adobe Creative Suite
- Figma | Salesforce | Chase | Microsoft 365
- AI Tools: Adobe Firefly, Adobe Express, ChatGPT, MidJourney, DALL·E
- Team Leadership, Mentorship & Client Presentations

WORK EXPERIENCE

Freelance — Senior Art Director/Digital Designer

June 2025

CAPITEC BANK — Visual Communications Designer (Contract)

Nov 2024 - June 2025

- Co-led design for integrated digital campaigns (email, in-app, programmatic) with a strong focus on responsive, cross-device assets.
- Partnered with copywriters to deliver cohesive visual storytelling aligned with Capitec’s refreshed brand identity.
- Built and maintained a Salesforce content library, updating legacy assets with modern visual standards.
- Collaborated using Figma to streamline workflows and ensure consistent communication within a high-performing internal studio.
- Attended hybrid strategy sessions in Stellenbosch to align creative work with broader marketing objectives.

ICONIC COLLECTIVE — Senior Conceptual Art Director (Contract)

April 2024 – June 2024

- Delivered concept-to-execution creative across digital and print, supporting multiple brand campaigns.
- Collaborated with executive leadership and participated in project reviews to maintain creative integrity.
- Provided technical problem-solving and visual optimisation in a fast-paced, startup-like environment.
- Maintained performance of existing brand assets and supported internal team training.

- Developed Nescafé Ricoffy's new brand platform; led art direction across TVC, OOH, and digital.
- Conceptualised and designed Wimpy's "The Most Welcoming Digital Banners" campaign, ensuring visual consistency and strong storytelling across formats; the campaign earned a Silver Pendering Award for its innovative digital execution and authenticity.
- Recognised with Loeries Gold and Creative Circle Awards for excellence in radio/audio.
- Collaborated with cross-functional teams to deliver integrated campaigns that balanced creativity, strategy, and performance.
- Championed creative innovation through AI tools (Adobe Firefly, Midjourney, ChatGPT) to streamline ideation, design, and workflow efficiency.

- Directed visual campaigns for Total Energies, Jik, Gaviscon, and Strepsils.
- Led the creative rollout for DiDi Ride Hailing's launch in South Africa.
- Delivered TVC concept development for proactive brand initiatives. Ensured brand consistency across digital, ATL, and BTL channels.

- Contributed to digital design and art direction across campaigns, ensuring creative consistency across TV, digital, and social.
- Adapted Halls "Breathe for It" global campaign to the South African market (#UngapheliUmoya), creating a 15" TVC plus integrated social/digital content.
- Designed and produced social media content for Cadbury Bubbly (Bubblyfeed), delivering engaging visuals tailored to multiple platforms.
- Partnered with creative teams, strategists, and producers to deliver assets on time and within brand guidelines.

- Designed campaign assets across print and digital platforms.
- Collaborated on visual direction and execution of the Scottish Leader Whisky TVC.
- Developed concepts aligned with creative briefs and marketing strategy.
- Delivered quality control across high-volume creative deliverables.

- Produced high-quality layouts and editorial designs for Hyundai, FNB, and Liberty.
- Contributed to the pitch-winning Hyundai campaign team.
- Managed print-ready artwork and pre-press file preparation.
- Maintained brand consistency across all output.

- Executed print production processes with technical precision.
- Supported creative team with layout execution and file management.
- Delivered final artwork for large-scale campaigns and publications.
- Gained foundational skills in design process and production workflow.