

CARL KHOMBE

GRAPHIC DESIGNER & ART DIRECTOR

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Portfolio: www.ckhombz.com

I am a meticulous Graphic Designer and Art Director with over a decade of creative agency experience across global FMCG, luxury, healthcare, finance, tech, and NGO brands. I specialize in crafting 360 campaigns that integrate digital innovation, visual storytelling, and user-centric designs across print, digital, and retail platforms. With a strong foundation in branding and advertising, I am adept at creating compelling key visuals, motion design and maintaining brand integrity.

EXPERIENCE

Middleweight Designer

McCann Birmingham, UK

February 2025 – April 2026

McCann Birmingham is part of the McCann global agency network that delivers culture-shaping work for some of the world's biggest brands.

- Delivered creative solutions across 40+ global brands, including CrossCountry Trains, Bosch, Qatar Airways, Blood Cancer UK, Nordic Spirit, Crumpton Oaks, Acer, Stellantis, and Smirnoff.
- Conceptualised and executed high-quality design work across digital, print, motion, social, and OOH, spanning brand identities and integrated marketing campaigns.
- Developed and implemented brand guidelines and visual identity systems, ensuring consistency and scalability across all touchpoints.
- Collaborated with cross-functional teams (strategy, PR, motion, and project management) to deliver cohesive, high-impact creative outputs.

Graphic Designer and Art Director

CVG Consulting, UK

September 2024 – January 2025

CVG Consulting is a business consultancy specialising in business projects and change management including creative design services for clients.

- Responsible for creating and executing the organisation's rebrand including developing new brand style guides and rolling out corporate communications for print and digital platforms.
- Analysing client feedback and developing and managing action plans as part of a continuous improvement.
- Designed and developed the company website.
- Conducting face-to-face client meetings with senior stakeholders to review the services and expertise provided to clients

Founder & Creative Consultant (Freelance)

CKHOMBZ Unlimited

Mar 2023 – Present

Collaborating with founders and startups to package business offerings and bring their vision to life through impactful brand identities and memorable user experiences. I also partnered with agencies as a freelance art director and graphic designer.

- Designed and executed multi-touchpoint brand campaigns for B2B and B2C clientele, delivering high-impact visuals across print and digital platforms
- Developing creative solutions and proposals, as a freelancer for agencies, winning 7 client pitches.
- Collating market insights and researching new design tools and design trends
- Analysing client feedback and developing and managing action plans as part of a continuous improvement.
- Integrated brand guidelines into all deliverables, ensuring consistency and adherence to brand identity.

Creative Director

Shift Engage

August 2018 – Mar 2023

Shift Engage is a Zimbabwean boutique full service creative advertising agency specialising in integrated online and offline media for advertising, direct marketing, digital and retail sectors.

- Promoted to the senior leadership team
- Managed 360 advertising campaigns for diverse brands, including healthcare, creating storyboards, mood boards, digital content, print collateral, branding, infographics, websites, presentations, social media assets **etc.**
- Pioneered award-winning campaigns shortlisted at the Loeries Awards and featured on Ads of the World, demonstrating exceptional creative and strategic thinking.
- Collaborated with Art Directors, Copywriters, and designers to deliver cohesive campaigns, fostering innovation and seamless teamwork.

- Spearheaded the rebranding of clients, developing brand guidelines, and executing rollouts across digital and traditional media platforms.
- Successfully landed over 10 client pitches

Art Director and Senior Designer

Shift Engage

Jun 2016 – Jul 2018

- Crafted original graphic design, web design, motion graphics, print production, adverts, and marketing collateral.
- Worked collaboratively with client business teams and the internal creative team to deliver branding and marketing requirements for creative marketing and advertising projects.
- Handled multiple design projects and oversaw the execution of social media campaigns.
- Mentored new recruits and junior designers to optimise the uptake of design frameworks and flexible workflows
- My work won 7 Ngoma Awards.

Senior Designer

Quill Advertising & Marketing

May 2016 – Jun 2016

Multimedia Graphic Designer

Jupiter Drawing Room Harare

Jul 2014 – Apr 2016

3D Generalist & Graphic Designer Intern

Foghound Studio

Nov 2013 – Jun 2014

EDUCATION

MIDRAND GRADUATE INSTITUTE

Jan 2010 – Dec 2013

BA (Hons) Graphic Design 2.1

CORE SKILLS

Soft: Stakeholder management and engagement, Client engagement, Collaboration, Communication skills, Leadership, Concept Development, Mentorship, Time Management, Work Independently **Software:** Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, XD, InVision, Maxon Cinema 4D, Figma, Figma Weave, Magnific, WordPress, Wix Studio, Webflow, Midjourney, Runway, Krea, PowerPoint, Gemini, Higgsfield, Claude, Microsoft Office, ChatGPT, Autodesk Maya, Blender **Design Expertise:** Brand Development, Brand Guidelines, Advertising, Graphic Design, Art Direction, Animation & Motion Design, Brand Communications, Video Production, Photography, Design thinking, Storytelling, UX/UI Design, Prototyping, Wireframing, Storyboards, Drawing and illustration, Web Design : HTML, CSS & JavaScript, AI Prompt Engineering

PROFESSIONAL TRAINING & CERTIFICATIONS

- **Google** – UX Design Specialization modules **Nov 2023**
- **IBM** – Enterprise Design Thinking Practitioner **Nov 2022**
- **Google** – The Fundamentals of Digital Marketing **May 2022**

FEATURES & AWARDS

World Brand Design Society Feature

- [Zambezi Lager: The Zambezi Can](#)

Ads of the World Features

- [Zambezi Lager: The Zambezi Can](#)
- [ZOL: Ridiculously Fast](#)
- [ZeeBay: Get it on](#)
- [InnBucks: Comeback](#)
- [InnBucks: The Future of Money](#)

2020 Loeries Awards

- (Shortlist) Lobels Biscuits – Angus the Short
- (Shortlist) Big Brother Chicken: Chicken can't Fly

Ngomas Awards

- 2017: The Solution Centre Award for Craft (Art Director)(GOLD)
- 2017: The JC Decaux Award for Outdoor (SILVER & GOLD)
- 2016: The Meet the Challenge Award for Packaging (GOLD)
- 2016: The JC Decaux Award for Outdoor (GOLD)
- 2016: The ZOL Award for Websites (GOLD)
- 2016: The ZBC Award for Animation (SILVER)

Midrand Graduate Institute (Bedfordview)

- 2013: Top Achiever Award