

# ARTIST AT HEART — DESIGNER BY TRADE.

## WHO AM I?

Good question. Technically I'm an experienced designer of brands, experiences, products and services, currently based in the city of Johannesburg, South Africa. I have an academic background in the arts, but I am currently practising digital design with a vested interest in design leadership.

When I'm not working, however, I'm a weird one. I practise figure and perspective drawing, study videogames, watch a lot of Studio Ghibli, and look up weird stuff on the internet (who doesn't). I also study music, read, write, and obsessively collect a lot of plants - with the unashamed aim of transforming my home into an indoor forest.

I am endlessly inquisitive about any intersection of people and technology, and am of the conviction that design is the language from which these two stories emerge.

## WHAT IS MY BRAND?

My portfolio spans the full gamut of user-centered design services - from research-driven design strategy, to the detailed craft and testing of exciting interaction design. However, I believe that a strong social impact should be made accessible through the function and beauty of a medium. While this easily used to be French Rococo, American Art Deco, or German Bauhaus Minimalism - now we have the web, social media, big data, 5G, fast travel, diaspora, transnationalism, climate change, and memes. Lots of memes.

Like the rapid hourly exchange of ideologies, designing for impact has become an infinitely complex task. Rules and standards are moving. Gradients and skeuomorphic design come and go. And all the while, social impact is more critical than ever.

Since both concept and medium are heavily culturally subjective, my approach to user-centered design positions the values of real people, in their time and context, as the springboard for what function and beauty mean.

## WHAT EXPERIENCE DO I HAVE?

I have consulted for a variety of brands in various organisational structures and business contexts - including Sun International, Standard Bank, FNB, Expedia, Discovery, PPS, Vodacom, Leadhome, and many others.

The broad and interdisciplinary model of consultative design in advertising and digital marketing, of which the first part of my career was mainly comprised, taught me the flexibility of rapid delivery - with the added pressure of urgent deadlines, formative processes, budgetary restrictions, and limited project management.

It was here, working with agencies like Gloop, Ogilvy and Mirum (formerly Quirk), where I gained an eye for micro UI design, but fostered a greater respect for design strategy, applied end-to-end across organisations, brands, media and products alike. It was thus a natural progression to move into larger corporations, where a deeper focus on brand and product could deepen these skills.

My term working for Standard Bank and Leadhome was this opportunity. At the bank, I applied my skills to scale across the large span of multiple interdisciplinary teams and business units - all while navigating the challenges of a large organisation steeped in legacy: from technological infrastructure, to politics, culture and management. Leadhome, on the other hand - before the Corona crisis - was a quickly growing disruptive startup and challenger brand.

Both contexts gave me the advantage of understanding what design means across a spectrum of two opposing extremes: deep but focused product design, and shallow but wide industry exposure.

It has brought me to a level where I am now able to assist businesses in tailoring design cultures to their needs - from processes, methodologies and design systems to brand and product strategies - in order to reach a unique global industry standard of design that guarantees social impact. So regardless of whether you're a fresh startup just wanting to get inspired, or a multinational corporation needing to transform design from an additional cost into a core business value, I am equipped to help out.

However, I passionately believe that good business is a transaction, while great business is a relationship. For me this means that while I've always been devoted to the craft of meaningful, industry-leading design solutions - it's always just been a matter of finding the right people to do it with.

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