

KERSON VELOSO

Art Director | Creative Strategist | Visual Designer

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PROFESSIONAL SUMMARY

Art Director and Creative Strategist with over 10 years of experience creating advertising campaigns, brand identities, and digital experiences for global brands. My work combines conceptual thinking, visual storytelling, and strategic design to develop creative solutions that solve business problems and connect with audiences.

Having worked across advertising agencies, banking, and digital products, I bring a multidisciplinary perspective spanning campaign development, branding, experience design, and content production. I'm passionate about transforming insights into compelling creative that is both culturally relevant and commercially effective.

WORK EXPERIENCE

Lead Designer

Pink Orange / Wonderwork | London (Remote)

Apr 2025 – Present

- Lead creative direction across integrated marketing campaigns for education and consumer brands.
- Develop campaign concepts, art direction, and visual systems across digital and social channels.
- Collaborate with strategists, marketers, and developers to deliver commercially effective creative.

Independent Art Director & Designer

Freelance

Oct 2023 – Present

- Deliver branding, campaign, digital, and content projects for local and international clients.
- Produce creative concepts from strategy through execution.
- Partner with founders and marketing teams to create scalable brand systems.

Experience Designer

Accenture Song | Cape Town

Jul 2023 – Oct 2023

- Developed digital experiences for enterprise clients including Allan Gray.
- Designed responsive digital experiences aligned with integrated campaign ecosystems.
- Worked alongside multidisciplinary creative and product teams to deliver high-quality digital experiences.

UX Designer

Banco BAI | Luanda

Apr 2022 – May 2023

- Led UX initiatives across digital banking products.
- Reduced design iteration time by 40%.
- Improved customer satisfaction through research-led design decisions.

Product Designer

BFA | Luanda

Oct 2020 – May 2022

- Redesigned the mobile banking experience.
- Increased product adoption by 30%.
- Developed scalable design systems supporting multiple digital products.

UX Consultant

Novabase | Luanda

Aug 2019 – Sep 2020

- Supported digital transformation initiatives within the banking sector.
- Delivered UX consulting and product strategy.

Graphic Designer

Freelance

Aug 2019 – Sep 2020

- Designed branding, advertising, and digital experiences for 50+ businesses.
- Developed and helped launch the fashion brand Manzvat.
- Delivered creative campaigns and visual identities across multiple industries.

EDUCATION

Honours in Visual Communication

Red & Yellow Creative School of Business (*In Progress*)

Postgraduate Diploma in Interaction Design

IADE Creative University

Bachelor of Computer Science

Universidade Lusíada de Angola

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom)
- Davinci Resolve: Editing & Colour Grading
- Figma
- Framer
- Photography / Cinematography