

Tshepo Modikwe

Ten years building brands that perform – across digital platforms, physical spaces, campaign media, and every touchpoint in between. I think in strategy and execute in design.

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10+

YEARS EXPERIENCE

40+

ENTERPRISE CLIENTS

3

BUSINESSES FOUNDED

13

CASE STUDIES

I am a Johannesburg-based Brand and Creative Lead with over ten years of enterprise-level experience across digital design, physical brand production, campaign creative, and embedded creative leadership. I have built and led brand functions for organisations ranging from global automotive manufacturers to pan-African FMCG groups – consistently delivering work that holds up in boardrooms, showrooms, and on billboards.

My ultimate goal is to drive business performance through commercial creative efficiency – ensuring every visual, every message, and every touchpoint builds distinct, measurable, long-term brand equity while directly supporting short-term business objectives. Not creativity for its own sake. Not aesthetics disconnected from outcomes. Every brief I take starts with a commercial question and ends with a creative answer that moves the business forward.

Sourceworx – Brand & Creative lead

Dikwe.Agency – Founder

Brandified – Founder

revvco – Founder

WHAT I FOCUS ON

Six Disciplines. One Standard



Brand Strategy & Identity

Building the thinking behind a brand – positioning, architecture, naming, tone of voice – and the visual identity that brings it to life across every channel.



Digital & UX/UI Design

Designing and building digital platforms – websites, e-commerce, dealer portals, design systems – where brand and usability work as one.



Creative Direction & Production

Leading campaigns from concept through to delivery – art direction, photography, video, motion design, and print – built to perform, not just to look good.



Physical Brand Presence

Designing and manufacturing physical brand assets – display, signage, apparel, packaging, corporate gifting – from design concept to delivery. End to end.



Brand Performance

Connecting brand investment to commercial outcomes – campaign planning, OOH and DOOH placement, brand asset management, and CI governance at scale.



Embedded Creative Leadership

Operating inside organisations as a Brand and Creative Lead – owning the function, setting the standard, and building the systems that maintain it.

Where I have shown up

AUG 2025–PRESENT
Hyde Park, Sandton

Brand and Creative Lead

SOURCEWORX

Technology and professional services firm. Joined as marketing coordinator, elevated to Brand and Creative Lead based on early impact. Rebuilt the entire brand from the ground up – strategy, identity, digital assets, physical production, and the internal systems needed to maintain consistency at scale.

- Full brand asset audit – diagnosed every gap before any production began
- Complete brand identity rebuild – logo, colour system, typography, iconography, brand guidelines
- Full digital asset suite – website, email signatures, proposals, motion graphics, social
- Physical brand asset production – signage, apparel, display, trade show materials
- Centralised Brand Asset Management Library – one source of truth for the entire team

BRAND STRATEGY | IDENTITY DESIGN | UX/UI | WEB DESIGN | BRAND GUIDELINES | ASSET MANAGEMENT | PHYSICAL PRODUCTION

JAN 2016–PRESENT
Bryanston, Sandton

Founder & Brand Creative Lead

DIKWE.AGENCY

Pan-African brand consultancy. Founded in 2016, grown into a trusted creative partner for 40+ enterprise organisations across Southern Africa – delivering brand strategy, visual identity, campaign creative, digital design, and physical brand production.

- Led full brand development cycles for Audi SA, Volkswagen SA, Ford SA, Mercedes-Benz SA, Nestlé, Tiger Brands, Kaizer Chiefs, TotalEnergies, Motus Holdings, and Gauteng Province
- Designed and built digital platforms, e-commerce sites, and dealer-facing online asset stores
- Produced brand strategy documents, naming architecture, CI frameworks, and tone-of-voice guidelines
- Managed cross-border physical asset production and delivery across South Africa, Botswana, and Namibia
- Delivered CI compliance audits against Audi AG global brand standards

PAN-AFRICAN | ENTERPRISE CLIENTS | CAMPAIGN CREATIVE | CI COMPLIANCE | CROSS-BORDER DELIVERY | BRAND GOVERNANCE

JAN 2016–PRESENT
Bryanston, Sandton

Founder & Creative Director

BRANDIFIED PTY LTD

Product and manufacturing venture housing three specialist brand businesses. I own the complete process – from brand identity and digital platform design through to physical manufacturing, warehousing, and delivery.

- Revvco– on-brand display, gifting, and merchandise for automotive dealerships (revvco.co.za)
- Dsplyco– branded display solutions for businesses and brands (dsplyco.co.za)
- Nuraco– branded assets and materials for healthcare brands (nuraco.co.za)
- Built all three brand identities, e-commerce platforms, and supply chains end to end

BRAND BUILD | E-COMMERCE | MANUFACTURING | SUPPLY CHAIN | AUTOMOTIVE | HEALTHCARE

JAN 2022 – JUN 2023
SA / International

Vice President – Sport Administration

ROLLER SPORT SOUTH AFRICA (WORLD SKATE)

VP-level governance role in a national sports federation with international World Skate affiliation – managing brand, communications, and administration across domestic and international competition.

- Managed brand representation and creative output across events, media, and international competition
- Produced sponsorship proposals, event branding, and stakeholder communication materials
- Led international participation across Europe, South America, and Asia

GOVERNANCE | EVENT BRANDING | SPONSORSHIP | INTERNATIONAL

JAN 2017 – DEC 2017
Pretoria

Sport Coordinator

SPORT AND RECREATION SOUTH AFRICA (SRSA)

Creative and brand design output for a national government department – annual reports, communications materials, event collateral, and national sport awareness campaigns.

GOVERNMENT | BRAND DESIGN | ANNUAL REPORTS | CAMPAIGN DESIGN

THE WORK

What I did. What I bring.

WHAT I DID

- 01 Rebuilt brand identities from scratch for Sourceworx, Brandified, Leap Beta, and all three Brandified sub-brands – logo, colour system, typography, and guidelines
- 02 Designed and built five live digital platforms – dikwe.agency, sourceworx.co.za, revvco.co.za, dsplyco.co.za, and nuraco.co.za – from UX through to deployment
- 03 Produced brand-compliant physical assets for Audi SA, VW SA, and Mercedes-Benz across three countries – manufactured, packaged, and delivered cross-border
- 04 Created a full campaign and event presence for All Gold, Nedbank Cup, and Masela A Boleta – from digital invitation through to physical venue installation
- 05 Produced match day content at scale for the PSL – static, animated, and video – across every participating club for an entire season
- 06 Built and managed the revvCo B2B e-commerce platform – a vertically integrated brand asset supply chain from design to delivery

WHAT I BRING

- 01 The ability to diagnose before producing – I audit the brand first, identify the real problem, and build from a clear strategic foundation
- 02 Full-spectrum creative capability – from brand strategy and UX design through to physical manufacturing. I do not outsource the brief; I deliver it
- 03 The standard of global brands – Audi AG CI, Nestlé multi-brand governance, PSL broadcast requirements. I know what enterprise-level quality looks like
- 04 Embedded creative leadership – I function as a senior resource inside a team, align to commercial objectives, and leave the organisation with tools to maintain quality
- 05 The ability to own the physical and digital simultaneously – designing for screens and manufacturing for spaces. One standard, everywhere
- 06 Entrepreneurial initiative – I identify gaps, build the solution, operate it, and grow it. No hand-holding required at any stage

WHAT I AIM TO ACHIEVE

“ Driving business performance through commercial creative efficiency – ensuring every visual, message, and touchpoint builds distinct, measurable, long-term brand equity while directly supporting short-term business objectives. ”

Not creativity for its own sake. Not aesthetics disconnected from outcomes. Every brief I take starts with a commercial question and ends with a creative answer that moves the business forward – building equity over time while delivering results today.

WHY WORK WITH ME

Benefits of having Tshepo in your team.



One resource. Full scope.

Strategy, design, production, and manufacturing – in one person. No coordination across multiple suppliers. No briefing chain. One point of accountability.



Global brand standard.

I have worked to Audi AG, Nestlé, and PSL broadcast standards. Your brand gets the same rigour – regardless of size or budget.



Digital & Physical

Most creatives live in one world. I build for screens and manufacture for spaces. Your brand shows up correctly – everywhere it needs to.



Commercial thinking

Every creative decision is connected to a business outcome. I do not produce beautiful work that does not perform. Equity and results, not one or the other.



Systems, not just assets.

I build brand asset libraries, CI frameworks, and governance systems that outlast any single project. The organisation stays consistent long after I have delivered.



Ready to lead.

I do not need to be managed. I embed, assess the situation, set the creative direction, and deliver. Senior leadership from day one.



AI-native workflow.

I integrate AI tools into creative production – image generation, copy, workflow automation – giving your brand modern creative capabilities at pace.



Proven at enterprise level.

Ten years of enterprise-grade delivery. Audi. Nestlé. Kaizer Chiefs. Gauteng Province. The standard is already set – you are inheriting it.

SKILLS & TOOLS



BRAND STRATEGY

Brand Identity Development | Brand Architecture | Positioning & Messaging | Tone of Voice | Brand Guidelines | CI Compliance | Brand Governance | Naming Architecture | Brand Audits



PRODUCTION & MANUFACTURING

Print Production | Large Format Signage | Packaging Design | Event Branding | Physical Asset Manufacturing | Cross-border Logistics | Supply Chain Management



CREATIVE DIRECTION

Campaign Concept | Art Direction | Visual Storytelling | Photography Direction | Video Production | Motion Graphics | Broadcast Creative



LEADERSHIP MANAGEMENT

Embedded Creative Leadership | Team Direction | Client Management | Project Scoping | Vendor Management | Brand Asset Management | OOH & DOOH Media Planning



DIGITAL & UX/UI

UX/UI Design | Web Design & Build | E-commerce Design | Design Systems | HTML/CSS Responsive Design | Wireframing

INDUSTRIES

Sectors I have worked in.



Automotive

Audi SA · VW SA · Ford SA ·
Mercedes-Benz SA · Motus
Holdings



FMCG

Nestlé · Nescafé · Maggi ·
Milo · Cremora · Tiger Brands
· AllGold



Sport

Kaizer Chiefs · PSL ·
Nedbank Cup · SAFA ·
Swallows FC · AI Ahly



Government

Gauteng Province · National
Gambling Board · SRSA ·
Gauteng Sport



Technology

Sourceworx · MayorTech ·
HumanAI · Dikwe Digital



Events & Culture

Masela A Bolela · Maebela
Group · SZNs · Melees Golf
Day



Healthcare

Nuraco · Genvera Medical
Technology



Talent & Entertainment

Connie Ferguson · Somizi ·
Basetsana Kumalo · Itumeleng
Khune · Themi Seete



Enterprise Development

Black Umbrellas · Cyril
Ramaphosa Foundation ·
TotalEnergies · Maebela Group



Branded Retail & Display

Dsplyco · Revvco · Dealership
environments · Showroom
display

REFERENCES

People who can speak to the work.

Dudu Loate

HR MANAGER, SOURCEWORX
078 753 2761

Can speak to embedded creative leadership, brand rebuild from scratch, and day-to-day operational performance at Sourceworx.

Keamogetswe Pitsi

FORMER BRAND CONSULTANT, AUDI SA
available upon request

Can speak to CI compliance, cross-border physical asset production, and multi-year delivery reliability across Audi product launches.

Bafedile Manota

BRAND LEAD, BRAND ARC SA
082 361 8473

Can speak to high-volume creative production, broadcast video delivery, event branding, and reliability across a complex multi-client portfolio.

SALUSIWE QOMFO

FORMER BRAND CONSULTANT, VW
available upon request

Can speak to multi-programme creative management, dealer-facing digital tool design, and VW brand compliance across multiple project types.