Keabetsoe Tau

CREATIVE DIRECTOR

Strategy • Creative Systems • AI Innovation

Gauteng, South Africa

068 257 6952

graphicalionsa@gmail.com

Portfolio LinkedIn

CREATIVE CAPABILITIES

- Creative Direction
- Campaign Development
- Brand Identity Systems
- Digital Product Design
- UI & UX
- Integrated Marketing
- Presentation Design
- Pitch Development
- Art Direction
- Motion Design
- Creative Leadership
- Creative Operations
- Cross Functional Collaboration
- Stakeholder Management
- Creative Innovation
- Concept Development
- AI Powered Creative Production

Trusted By:

EXECUTIVE PROFILE

Creative Director with 7+ years of experience leading branding, integrated campaigns, digital products and AI enabled creative production. I combine strategy, creativity and technology to build brands, websites and campaigns that drive business impact. Trusted to lead teams, present to executive stakeholders and deliver multidisciplinary creative solutions for regional and global brands.

What I Bring

- Creative leadership
- Strategic thinking
- AI driven innovation
- Business focused creativity

AI DRIVEN CREATIVE INNOVATION

Integrate artificial intelligence throughout the creative process to accelerate ideation, campaign development, storyboarding, presentation design, visualisation and production. Combine AI with strategic thinking and creative leadership to improve efficiency, strengthen collaboration and unlock new creative opportunities while maintaining premium design standards.

CREATIVE TECHNOLOGY

KlingAI Magnific Lovart envato Higgsfield Adobe

LEADERSHIP

- Led and mentored a multidisciplinary creative team, fostering high standards of craft, collaboration and continuous growth.
- Trusted by designers, art directors and executive leadership to review and elevate creative work before client presentation.
- Presented campaign thinking, key visuals, websites and digital experiences to internal stakeholders and clients.
- Worked across strategy, CRM, UX, social, production and client service to develop integrated creative solutions.
- Introduced AI enabled workflows that improved speed, creative exploration and production efficiency.

EXPERIENCE

Creative Director | Multidisciplinary Design Lead October 2024 – Present
AdHive Group

- Lead multidisciplinary creative projects across branding, campaigns, digital products and websites.
- Translate business goals into creative systems, experiences and campaigns.
- Collaborate across strategy, CRM, UX, client service and executive leadership.
- Champion AI enabled workflows that improve creative quality and production efficiency.

Mid-Senior Multimedia Designer October 2021 – October 2024
Flow Communication

- Delivered integrated creative solutions across branding, motion, websites and digital campaigns.
- Developed presentations, campaigns and brand systems for national and international clients.
- Collaborated with multidisciplinary teams from concept through delivery.

Jnr-Mid Multimedia Designer April 2019 – June 2021
Dieselbrook Brand Consulting

- Developed branding, digital and motion design across multiple industries.
- Supported end to end campaign execution and creative production.
- Built a strong foundation in visual communication and brand storytelling.

Portfolio LinkedIn

Education

Multimedia: National Diploma
Visual Arts: Biased
Tshwane University of Technology
2016 - 2018

SELECTED IMPACT

- Led creative work across regional and global brands spanning FMCG, retail, education, technology, healthcare and premium spirits.
- Developed integrated campaigns, websites, digital products and scalable brand systems.
- Contributed to successful new business through strategic presentations, campaign concepts and creative leadership.
- Introduced AI enabled creative workflows that improved speed, efficiency and creative exploration.
- Recognised as a trusted creative leader for mentoring teams, reviewing work and solving complex creative challenges