JOSHUA
PIKITI

CREATIVE PORTFOLIO

GRAPHIC
DESIGNER

2026

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CALL ME JOSH

I'm a Creative Designer and Brand Strategist with a slightly unhealthy habit of asking "**why**?"
Why this idea?
Why this audience?
Why this brand?
And, occasionally, **why** does every presentation seem to need a moodboard?
I believe the best creative starts with understanding the problem, not opening Photoshop. I combine strategy, ideas and design to build brands and creative work that have something to say, look good saying it, and actually mean something.

My background sits at the intersection of design, branding and creative strategy.
I've developed the practical design skills to bring ideas to life, but what interests me most is everything that happens before the pixels: understanding people, finding insights, challenging assumptions and figuring out what a brand should actually stand for.
I like taking a messy brief and finding the simple, interesting idea hiding inside it, then bringing it to reality.

I have worked with multiple acclaimed brands across multiple media formats, briefs and creative challenges. That's the short version. For the longer version, I'll let the work speak for itself →

BACKGROUND

WORK

EXPERIENCE

2019

INTERN
Graphic Designer

2020-2025

WATERSHED CONSULTING
Social Media Manager & Content Creator

2020 - 2025

AUTONOMOUS REPUBLIC
Graphic Designer
Brand Strategist
Junior Creative Lead

2025 - present

FREELANCE
Graphic Designer
Co-Founder of Kalypso Kreative

SKILLS

- COLOR THEORY
- VISUAL COMMUNICATION
- CONCEPT DEVELOPMENT
- GRAPHIC DESIGN
- BRAND IDENTITY & DEVELOPMENT
- ART DIRECTION
- CREATIVE DIRECTION
- UI/UX DESIGN
- WEB & DIGITAL DESIGN
- TYPOGRAPHY & LAYOUT DESIGN
- PACKAGING & PRINT DESIGN



PROJECTS AND CASES

A closer look at some of the projects I've had the opportunity to work on, exploring the thinking, creative process, and strategy behind each one. From initial concepts and creative direction to design and final execution, these projects showcase how I approach challenges, bring ideas to life, and create meaningful visual experiences for brands and businesses.

I believe good design is more than the final visual. It's the thinking behind it.

BANK ZERO

KATAY RACING

KUBU QUEEN

PLUMBLINK

AFRICA-CHINA

CAREERBUILD

WATERSHED CONSULTING

AFRICAN COMMON LAW

MERCURY MerCruiser · SEA-DOO · POLARIS · LINHAI

KATAY Racing — Liquid Friction Water Crafts
MOTORCYCLES & WATERCRAFTS

Case Study

The challenge

Katay Racing needed a more refined and precise visual direction that better reflected the quality, craftsmanship and performance behind the brand. all needed to be reflected on a new website and future brand assets

The thinking

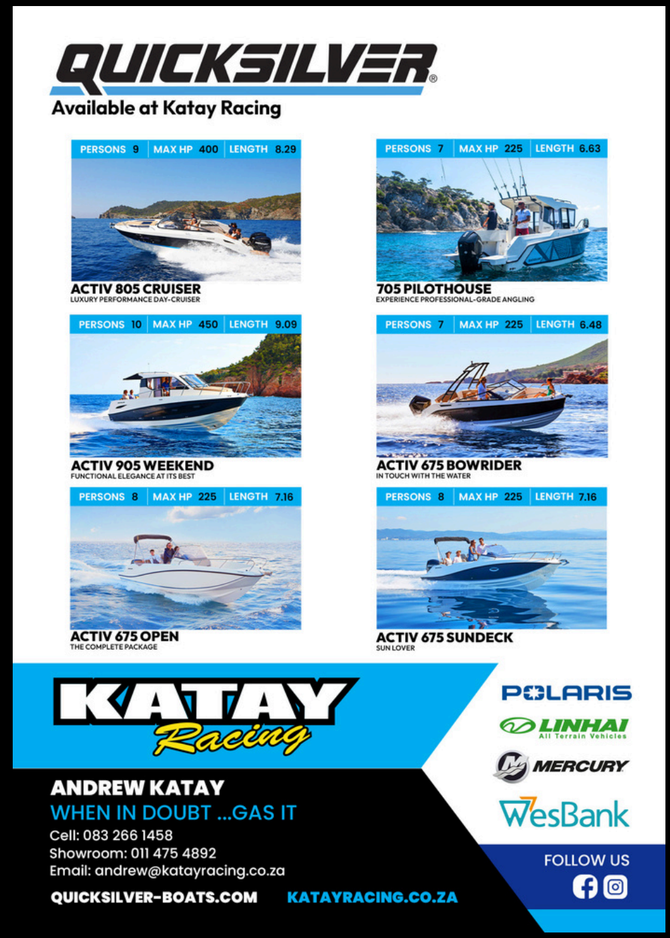
I led the project independently, establishing a cleaner, more cohesive design language that captured the brand's racing identity while strengthening its professional appeal.

Role: Creative Direction, Brand Identity Development, Visual Design & Art Direction, Website Design & Development, Creative Execution

THE RESULT

Katay Racing gained a refreshed digital presence with a sharper, more cohesive visual identity. The updated website better communicates the brand's craftsmanship and racing focus, creating a more polished and professional experience for its audience.







PLUMBLINK

Case Study

The challenge

Plumblink needed a fresh visual identity across its digital platforms, with more engaging content that could attract attention and generate leads.

The thinking

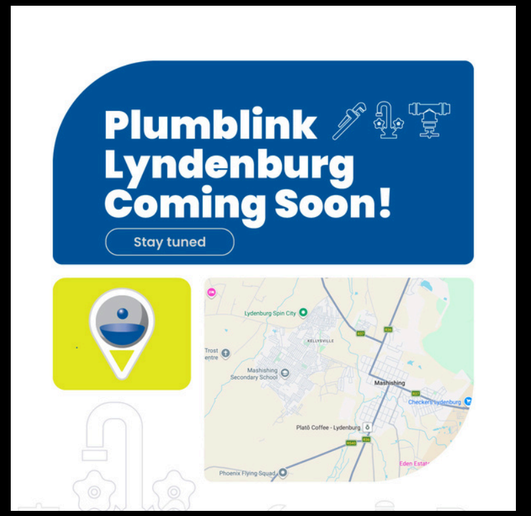
Working alongside the creative directors at Autonomous Republic, I contributed to the creative direction, exploring ways to make plumbing more relevant, engaging and appealing to consumers.

Role: Creative Assistant · Designer · Content Creator · Liaison

THE RESULT

A fresher, more audience-focused brand presence, and stakeholders who were genuinely happy with the result. Perhaps the best proof? The open files I assisted in creating are still being used as blueprints for the brand's ongoing collateral.













AFRICAN
COMMON LAW

Case Study

The challenge

African Common Law needed a distinctive brand identity that communicated credibility, professionalism and a strong sense of identity within the legal space.

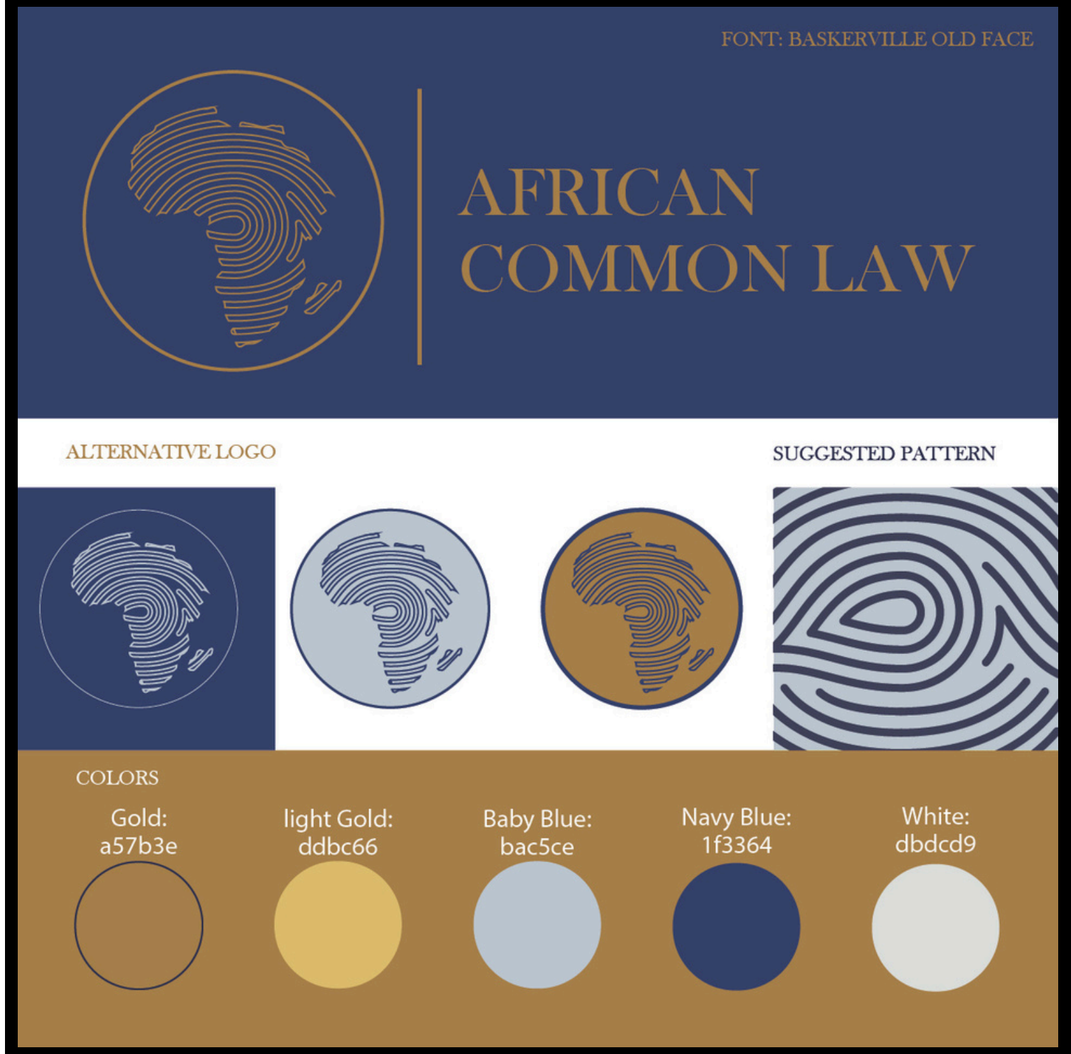
The thinking

I led the project independently, developing a visual direction that balanced the authority and tradition associated with law with a contemporary, recognisable brand aesthetic.

Role: Creative Direction, Brand Strategy & Concept Development, Logo Design, Visual Identity Development, Typography & Colour Systems

THE RESULT

A fresher, more audience-focused brand presence, and stakeholders who were genuinely happy with the result. Perhaps the best proof? The open files I assisted in creating are still being used as blueprints for the brand's ongoing collateral.







IF YOU NEED SOMEONE WHO CAN THINK, QUESTION, STRATEGISE AND THEN DESIGN THE ANSWER

LET'S TALK.



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