Meet your Creative Studio Team

MEET YOUR TEAM

One of the best things about Creative Studio is the people. Everyone brings different strengths, and we work best when we collaborate, ask questions, and support one another. Here's a quick introduction to some of the people you'll be working with most often.



LEE GELDENHUYS

Creative Director

Lee's role is to make sure the Creative Studio has everything it needs to be successful - from strategy and resourcing through to process improvement, stakeholder management and team development.

Lee believes in giving people ownership, encouraging questions, and creating an environment where it's safe to learn, experiment and challenge the status quo.

Come to Lee for:

- Prioritisation and escalations.
- Creative Studio processes.
- Career development.
- Feedback and coaching.
- Anything you're unsure about



KASPARAS

Senior Creative Project Manager

Kasparas leads our more technically complex and bespoke creative projects. If a campaign involves custom development, interactive experiences, or requires particularly close coordination between

designers and developers, there's a good chance Kasparas is involved.

He's knowledgeable about our workflows, our products, and how bespoke campaigns are delivered.

Come to Kasparas for:

- Bespoke and interactive campaigns
- Technical delivery questions
- Rich media workflows
- Historical project knowledge
- Practical project management advice



□□ PURITY

Creative Project Manager

Purity helps guide Creative Studio projects from the initial brief through to production and delivery. She works closely with Sales and the creative team to check that briefs are complete, the correct assets have been supplied, and everyone understands what is required. Purity helps keep work organised, follows up on missing information and makes sure questions are resolved before they cause delays.

Come to Purity for:

- Brief requirements and missing information
- Creative asset requirements
- Project status updates
- Coordinating feedback and reverts
- General project support



□□ REGINA

Creative Project Manager

Regina coordinates Creative Studio projects and helps keep communication flowing between Sales, designers and developers. She tracks each project through the production process, communicates updates and helps manage timelines, feedback and final delivery. Regina is a useful first point of contact when you need to understand what stage a project has reached or what needs to happen next.

Come to Regina for:

- Project timelines and delivery planning

- Production progress and next steps
- Coordinating client feedback
- General project support



□□ ALONA

Graphic Designer

Alona is one of our senior designers and one of the creative engines of the studio.

She has a great eye for quality and is incredibly experienced across the wide variety of formats we produce. She's collaborative, thoughtful, and always willing to explain the "why" behind creative decisions.

Working well with Alona means providing clear briefs, asking good questions, and trusting her creative expertise.

Come to Alona for:

- Design feasibility
- Creative best practices

- Asset requirements
- Visual quality
- Design feedback



□□ RAHID

Graphic Designer

Rahid joined the team more recently and brings fresh creative energy to the studio.

He works across a wide range of creative production, adapting assets, creating banners, and helping bring campaigns to life. Like everyone in Creative Studio, he thrives when briefs are clear and expectations are well defined.

Come to Rahid for:

- Creative production updates
- Design implementation
- Animation



□□ SHAMIM

Front End Rich Media Developer

Shamim builds many of the interactive experiences that make our campaigns stand out.

Whether it's rich media executions, animations ,or custom functionality, he's often the person bringing a creative vision to life.

He's proactive, dependable, and an excellent problem-solver. The earlier he's involved in technically complex projects, the better the outcomes tend to be.

Come to Shamim for:

- Technical feasibility
- Interactive functionality
- HTML5 and rich media questions
- Technical troubleshooting



□□ CHIBUZO

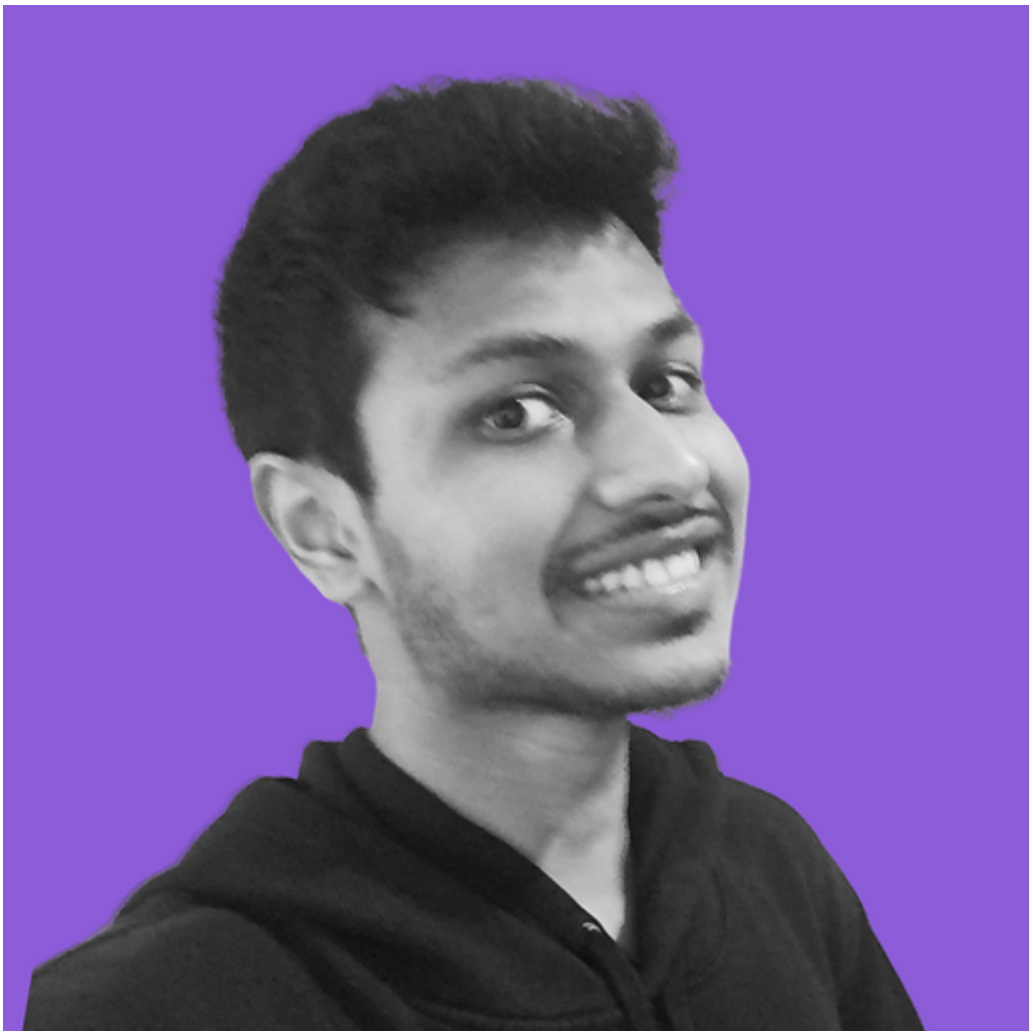
Front End Rich Media Developer

Chibuzo is another highly experienced developer within the Creative Studio and works across many of our bespoke campaigns.

He has deep technical knowledge and collaborates closely with both designers and Project Managers to turn ideas into polished, functional creative experiences.

Come to Chibuzo for:

- Technical implementation
- Development estimates
- Rich media functionality
- Complex interactive campaigns



□□ THESHLIN

Senior Creative Strategist

Theshlin is our Creative Studio strategist and one of the team's biggest idea generators. While the rest of the studio is focused on delivering campaigns, Theshlin is often thinking about what we should build next - whether that's new creative concepts, sales playbooks, workshops, certifications, industry narratives or resources that help our teams (and clients) better understand what Eskimi can do.

He works closely with Sales, Marketing, Product and the Creative Studio to identify opportunities, solve business problems, and translate complex ideas into clear stories and scalable resources.

Come to Theshlin for:

- Creative strategy and campaign ideation
- Proposal and pitch support
- Client narratives and storytelling
- Creative workshops and playbooks

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