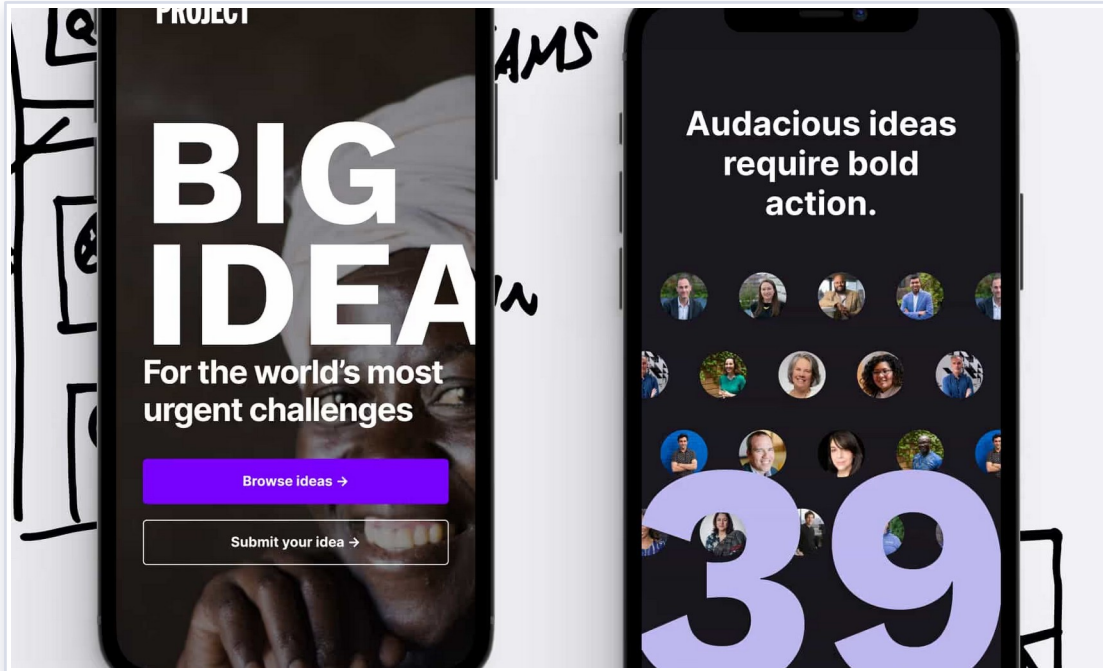


KHWEZI MAGWAZA

CREATIVE PORTFOLIO

Brand Identity · Creative Direction · Design & UX Leadership

khwezimagwaza.com



TED • THE AUDACIOUS PROJECT

Brand Identity & Digital Platform Redesign

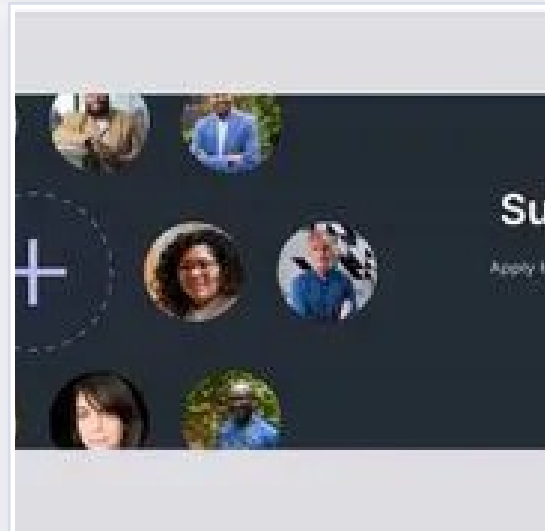
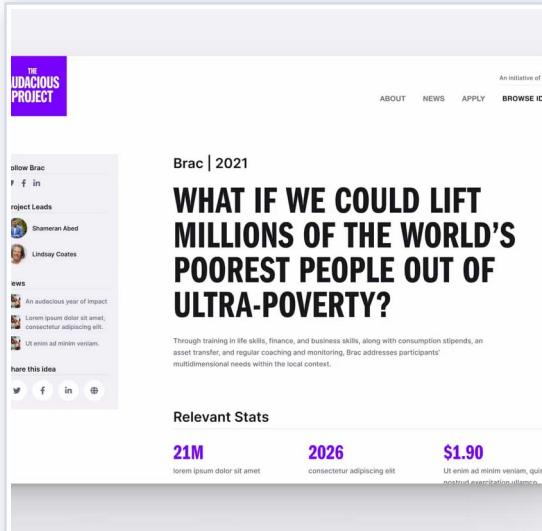
Led the full rebrand and website redesign for TED's \$5.9B philanthropic initiative, partnering with design studio Whiteboard to build a new digital home — spanning site architecture, visual identity, and the initiative's first digital annual report.

\$5.9B

Initiative funded

1st

Digital annual report



"Every channel, from the website to social, was built to carry the weight of the moment."

2023 Cohort Launch Film

Directed the sizzle film introducing ten multi-million-dollar ideas as one cohesive narrative — interviews, archival footage, motion graphics, and music — premiered live on the TED main stage to the initiative's largest media response to date.

10

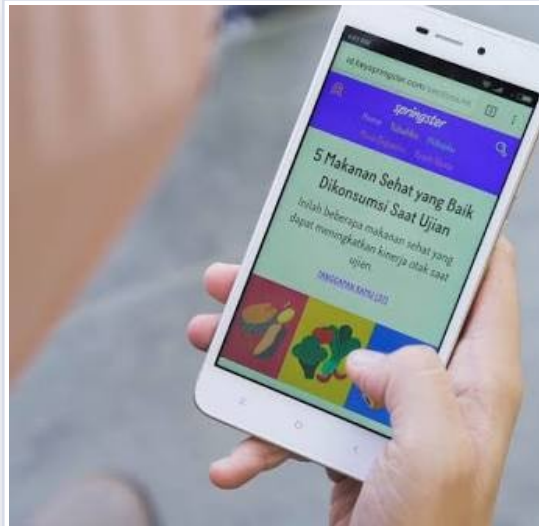
Grantee stories, one film

>\$1B

In cohort commitments

"The reaction in the room was unexpected and electric — a reminder of how powerful the right combination of visuals, music, and storytelling can be."





GIRL EFFECT • SPRINGSTER

Multi-Market Digital Brand & Design System

Built and led the design team behind Springster, a youth-facing digital-first brand spanning 66 markets and 12 languages. Directed Hara Huru Dara, a ten-episode YouTube series produced with Indonesia's Percolate Galactic and award-winning director Lucky Kuswandi.

5

Markets launched

Top 5

Facebook Free Basics site

"We secured some of Asia's coolest creative talent to bring the series to life."