

Bradley Kirshenbaum

HELLO

I am an independent creative professional specialising in visual communication across brands, products and places.

Here is some of what I do.

If anything speaks to what you're working on, or if you would just like to meet for a coffee (or whiskey) or an online chat, please get in touch.

Let's connect!

Bradley Kirshenbaum

WHAT I DO

I love showing that great design brings clarity to complexity.

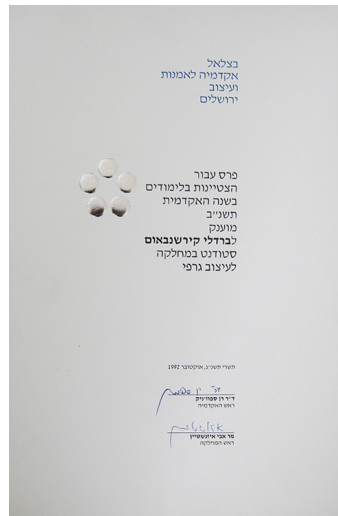
I have extensive experience gained over 30 years in my field. Which they say makes me an expert! My strength lies in developing concepts and resolving them with sophisticated and strategic visual communication.

I work independently and collaboratively, adapting my role to what the project needs.

I learned the most about design through trademarking my own brands. By running businesses ourselves, we understand budgets, margins, depreciated assets, etc. And, most importantly - the difference between needed and indulgent design.



Me, 2019.



My actual degree, 1993.

ABOUT ME

- 1969 Born on 14 February in Johannesburg**
My birth date has somehow come a part of my identity.
- 1986 Matriculated with distinctions in higher grade Maths and Biology**
This has contributed to me becoming a scientifically minded designer.
- 1987 Preparatory studies at Hebrew University in Jerusalem**
Before studying design, I tried humanities academia. Not for me.
- 1993 Bezalel Art Academy cum laude with a Bachelor of Design**
An intense education that shaped my vocation and love of typography..
- 1994 Returned to South Africa**
Just in time for the country's rebirth!
- 1995 Graphic designer then art director at Gitam BBDO**
Basic training in teamwork and deadlines, as only the advertising industry can provide.
- 1998 Joined Blue Moon as design director**
This exceptional company shaped the next phase of my career and personal life.
- 2003 Made partner at Blue Moon Corporate Communications**
Four partners and I completed an MBO. Strategy and integrity were my learnings here.
- 2005 Founded Love Jozi**
My fascination with Johannesburg led to my new side-hustle.
- 2008 Began working independently**
I left Blue Moon to pursue Love Jozi further and navigate my freelance career.
- 2011 Co-founded Market on Main**
My partner and I started this weekly market, bringing real lessons in entrepreneurship.
- 2015 Got married and had a daughter**
I also became an amateur juggler. Career and parenting can coexist!
- 2019 Self-published first book**
More on this on the next few pages.
- 2020+ Independent creative director and designer**
Covid was the catalyst for my next career step.

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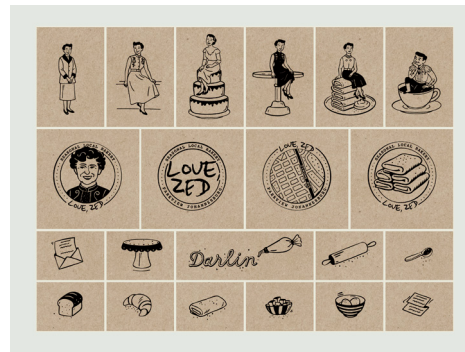
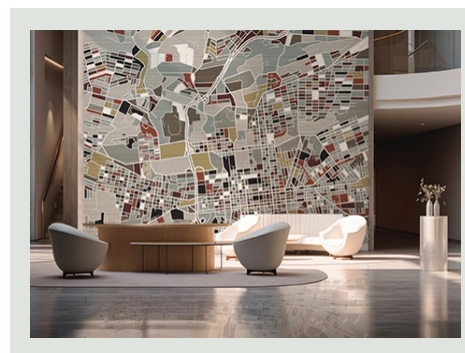
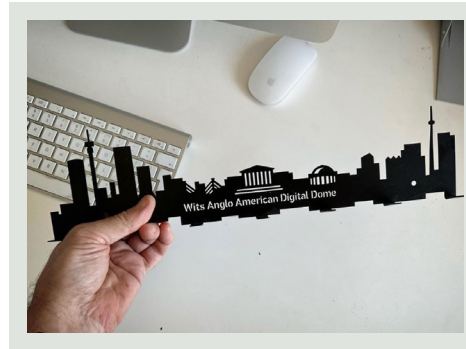
WHAT I DO

I use my experience and knowledge in every job I take on.

I've been blessed throughout my career with visionary clients and stimulating briefs.

They range from entrepreneurial startups to large corporates, from academic institutions to advertising agencies, from artists to NGOs.

My work includes creative direction, consulting, speaking, brand, publication, online, print, product and merch design.



Ask me anything

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MY TRADEMARKS®

As a child, I figured that if I stood on a chair on the front patio of our suburban home, I could see the tip of the Hillbrow Tower.

This started my infatuation with urbanism, city life and the glaring potential of Johannesburg.

I formalised this fixation in 2005 when I registered the Love Jozi trademark.

Since then, the brand has become a leader in its niche as well as a vehicle leading to other work.



See more Love Jozi [here](#) and [here](#).



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MY TRADEMARKS®

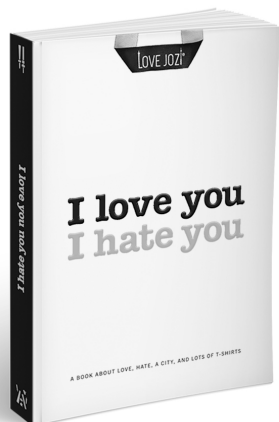
In 2019 I self published my first book.

It's about **Joburg** told through the fifteen year retrospective of Love Jozi.

It included archive imagery and a collection of short essays by contributing writers.

I Love You I Hate You can also be seen as a portfolio of my abilities.

Beyond publication design, it shows conceptual thought translated into graphics, campaigns, editorial, cartography, typography, photography and fashion.



More about the book [here](#). Want a copy?

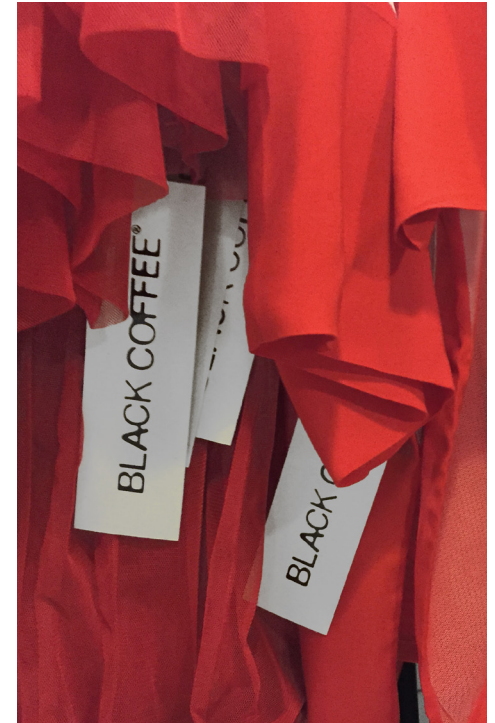
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MY TRADEMARKS®

A restrained luxury brand that allows space for the garments to do the talking.

Founded in 1998 by my partner Jacques van der Watt, Black Coffee is distinctive for the way it blurs fabrication and fashion through structural designs, characterised by complex, layered shapes.

Press releases, invitations, lookbooks, social media and website are regularly updated to package and market the season's collection.



BLACK COFFEE®

See more Black Coffee [here](#) and [here](#).

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MY TRADEMARKS®

A curated up-market market for gourmet food, vintage clothing and local products.

Market on Main's purpose was to activate Maboneng, a newly developed neighbourhood in Johannesburg's city centre.

Our mission was to increase footfall, promote tourism and create a community where people could feel relaxed and safe in a happy space in the city.

A handcrafted identity was developed to communicate the market's authenticity. It remained monochromatic, with fun copy set in hand-drawn typography.



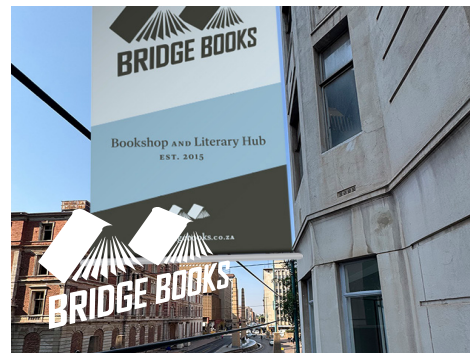
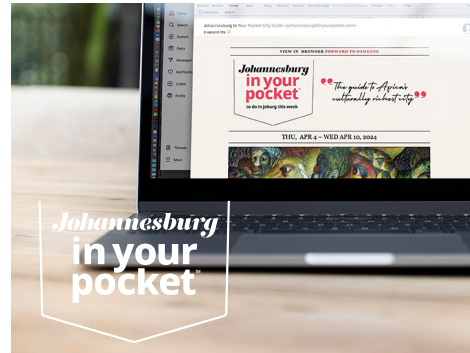
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BRANDING THE CITY

Some of my clients are fellow Joburg warriors driven by the hope and exhilaration that this city dishes out.

Snapshots of projects that have materialised from connections I've made through Love Jozi.

Through this brand I have also designed and done business with retail, wholesale and B2B clients.



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MORE WORK

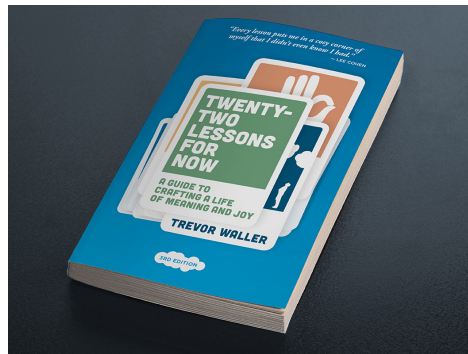
I collaborate closely with clients to develop considered and effective outcomes.

It's really important that both the client and I are proud of the creative work that gets delivered.

My work spans:

- Advertising
- Brand Design
- Cartography
- Corporate Design
- Information Design
- Internal Marketing
- Presentation Design
- Products & Gifting
- Tourism & Destination Design
- Websites & UX

A selection of client work from the past few years. Detailed case studies are available on request.



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