SELECTED WORK · PORTFOLIO 2026

PORTFOLIO.



DIVARIS SHIRICHENA

Graphic Design · Creative Direction · Brand Strategy

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ABOUT

TEN YEARS TURNING BRIEFS INTO BRANDS PEOPLE REMEMBER.

I'm a Harare-based creative director and graphic designer with around a decade of experience across brand identity, print, social content and video — from agency and university work in Cyprus to my own studio, DVS Graphics, back home in Zimbabwe. I work fluently across Photoshop, Illustrator, InDesign, After Effects and Premiere Pro.

I pair a designer's eye with a marketer's head: an MA in Marketing Management means every layout is built to do a job — win the client, explain the offer, get the review, fill the room.

~10
years in design & creative direction

MA
Marketing Management, 2024

2
countries of practice — Cyprus & Zimbabwe

EXPERIENCE

Current	**Founder & Creative Lead**, DVS Graphics — Harare
2024 — 2026	**Senior Curriculum Designer**, Dental Entrepreneurship Organisation (remote)
2025	**Creative Director**, Crossbow Digital — Harare
2023 — 2024	**Creative Director**, Kodo Agency — Kyrenia, Cyprus
2021 — 2023	**Senior Graphic Designer / Videographer**, Cyprus International University
2019 — 2022	**Graphic Designer / Videographer**, DesignLab Marketing & Advertising — Nicosia
2016 — 2018	**Intern Graphic Designer**, GrantPack Printing & Advertising — Harare

EDUCATION

MA Marketing Management — Cyprus International University, 2024
BA Graphic Design & Visual Communication — Cyprus International University

DISCIPLINES

Brand identity · Logo design · Campaigns · Company profiles · Social content · Print & packaging · Presentation design · Video & motion · Illustration

HIGHLIGHTS

RESULTS THAT SPEAK FOR THE WORK.

700%+
increase in view counts on university content I designed
CYPRUS INTERNATIONAL UNIVERSITY

2nd
"Most Modern & Sustainable University in Turkey", after my annual theme & rebrand
CYPRUS INTERNATIONAL UNIVERSITY

10+
completed tasks a day, up from about 4, after restructuring briefs & team workflow
KODO AGENCY

1,000+
YouTube subscribers in under a week for client channels I launched
DESIGNLAB

12M
views on my photography on Unsplash
UNSPLASH.COM/@DIVARIS

40%
production increase from a simpler studio workflow I designed
GRANTPACK

AWARDS

2026	**Unsplash Awards, 10th Edition** — selected in Unsplash Community
2023	**2M+ Views Award** — Unsplash, Young Photographer
2020	**Gold, NYX Marcom Awards** — Survivor Turkey 2020 publicity campaign (Berkan Karabulut)
2020	**Centauri Winner** — Turan Construction website, DesignLab Marketing
2018	**Poster of the Week ×4** — BlankPoster.com

TOOLKIT

Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Canva · Google Workspace · Apps Script · Monday.com · Trello



WAYS OF WORKING

Leading junior designers, running workshops, briefing departments remotely and working directly with clients from first call to final print.

CONTENTS

SELECTED WORK

Identity, campaign, social, print and art projects for clients in Zimbabwe, Cyprus and beyond — delivered through DVS Graphics, agency and in-house roles.

01	GREEN CITIES EXPO 2026	Event identity
02	THE EYEROOM OPTOMETRISTS	Campaign proposal
03	THE ENCOUNTER — GWERU	Event poster
04	LOGO DESIGN	Selected marks
05	SOCIAL MEDIA	Campaigns & brand content
06	AWARD-WINNING WORK	Unsplash · NYX Gold · Centauri
07	PRESENTATION DESIGN	DesignLab
08	PRINT & POSTERS	Roll-ups, packaging, posters
09	ART & NFT	Illustration & collections
10	CLIENTS & RECENT WORK	Who I've worked with

01

EVENT IDENTITY

GREEN CITIES EXPO 2026

A complete event identity — logo suite, pattern library and on-site signage — for Green Cities Expo 2026 at The Green, Harare Gardens.

ROOTED | REIMAGINED | REGENERATED



01

EVENT IDENTITY

GREEN CITIES EXPO 2026

Event	**Green Cities Expo 2026**
Venue	**The Green, Harare Gardens**
Deliverables	**Logo suite, pattern library, speaker banners, outdoor hoarding**

THE MARK

A city skyline rising out of a heavy condensed wordmark, locked to a solid EXPO 2026 block — urban and green in one shape, with full-colour, lime and reversed versions.

THE SYSTEM

A modular library of geometric tiles — leaves, stars, grids, stripes and curves in four greens — that can be cropped to any format without losing the look.

TAGLINE

Rooted | Reimagined | Regenerated

Lime Leaf Forest Mist



LOGO SUITE



PATTERN LIBRARY & LOCKUP



"MEET THE SPEAKER" BANNER



02

CAMPAIGN PROPOSAL · DVS GRAPHICS

THE EYEROOM — ONE PAIR. MANY MOMENTS.

A 2026 campaign concept for The Eyeroom Optometrists that sells versatility: one pair of glasses that moves with you from morning work to afternoon sun to evening out.

02

CAMPAIGN PROPOSAL · DVS GRAPHICS

THE EYEROOM OPTOMETRISTS

Client	**The Eyeroom Optometrists, Zimbabwe**
Campaign	**"One Pair. Many Moments."**
Deliverables	**Concept, key visuals, billboard & poster mockups, proposal deck**

THE OPPORTUNITY

Eyewear is seen as single-purpose, customers often own several pairs, and the innovation in modern lenses is under-communicated.

THE BIG IDEA

Morning work → afternoon sun → evening. Same glasses. Different moments. The poster asks the question directly: "Why own many pairs? When one pair can do more?"

OBJECTIVES

Educate first · Shift perception · Drive natural sales growth.

EARLIER WORK FOR THE CLIENT

Branded QR review cards for seven branches across Zimbabwe, linked to a Google Forms review platform built with Apps Script.



CAMPAIGN POSTER



CATEGORY 02 KEY VISUAL — FRAMELESS CUSTOM GLASSES

02 · CAMPAIGN STRUCTURE

FOUR CATEGORIES, ONE MESSAGE.

01

Color-Shift Sun Glasses

Light-responsive tinting that goes from professional to social — no need for two pairs.

02

Frameless Custom Glasses

Minimal, lightweight personalisation with an optional glitter edge — fashion-forward but professional.

03

Shatter-Proof Kids Glasses

Durable, safe and built for real kids — speaks directly to parents and builds long-term trust.

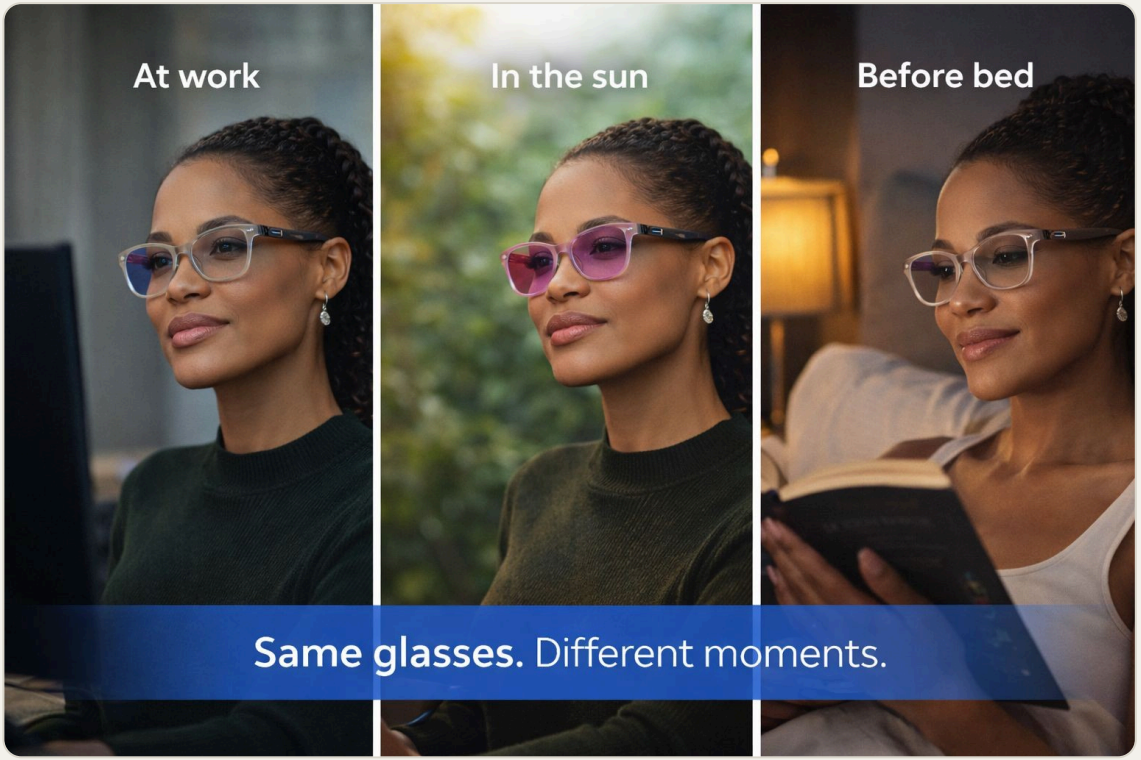
04

Smart Glasses / All-in-one

Built-in camera and adaptive features — positions The Eyeroom as future-ready.

DISTRIBUTION

Instagram · TikTok · YouTube · In-store screens · TV displays



CATEGORY 01 — AT WORK, IN THE SUN, BEFORE BED

03

EVENT POSTER

THE ENCOUNTER — GWERU

Event	**Gospel concert, Gweru Sports Club**
Format	**Social poster (1080×1350) & print**
Lineup	**Six acts — soloists, a duo and choirs**

CHALLENGE

Fit a six-act lineup, four ticket tiers, two sales outlets and an enquiries line onto one poster without it feeling crowded.

APPROACH

The headliner anchors the centre, framed by flowing red silk, with every act name-tagged so the lineup reads instantly. An elegant serif title sets a worship tone above.

INFORMATION DESIGN

A bold date lockup beside a single column for venue, prices and outlets keeps the practical details scannable from across a room or on a phone screen.

Crimson Silk red Pearl



FINAL POSTER



IN SITU — PRINT MOCKUP

04

BRAND IDENTITY

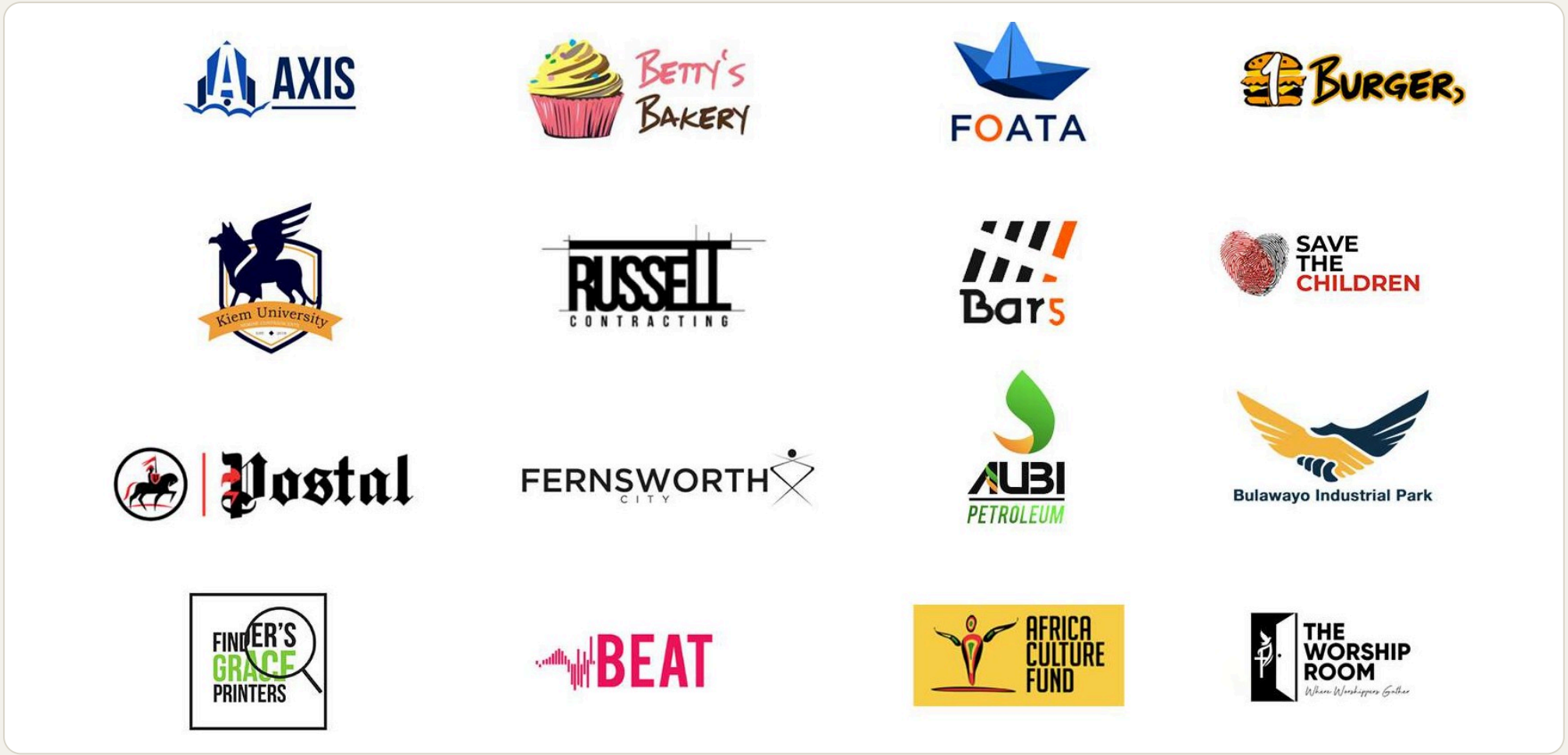
LOGO DESIGN

RANGE

Wordmarks, emblems and combination marks for start-ups, schools, food brands, energy, printing and community organisations.

APPROACH

Each mark starts from the client's story and is drawn to stay legible small, in one colour and on any background.



05

SOCIAL MEDIA · CYPRUS INTERNATIONAL UNIVERSITY

CREATIVITY CAMPAIGN

Client	**Cyprus International University**
Programme	**Graphic Design, undergraduate**
Channel	**Facebook**

THE IDEA

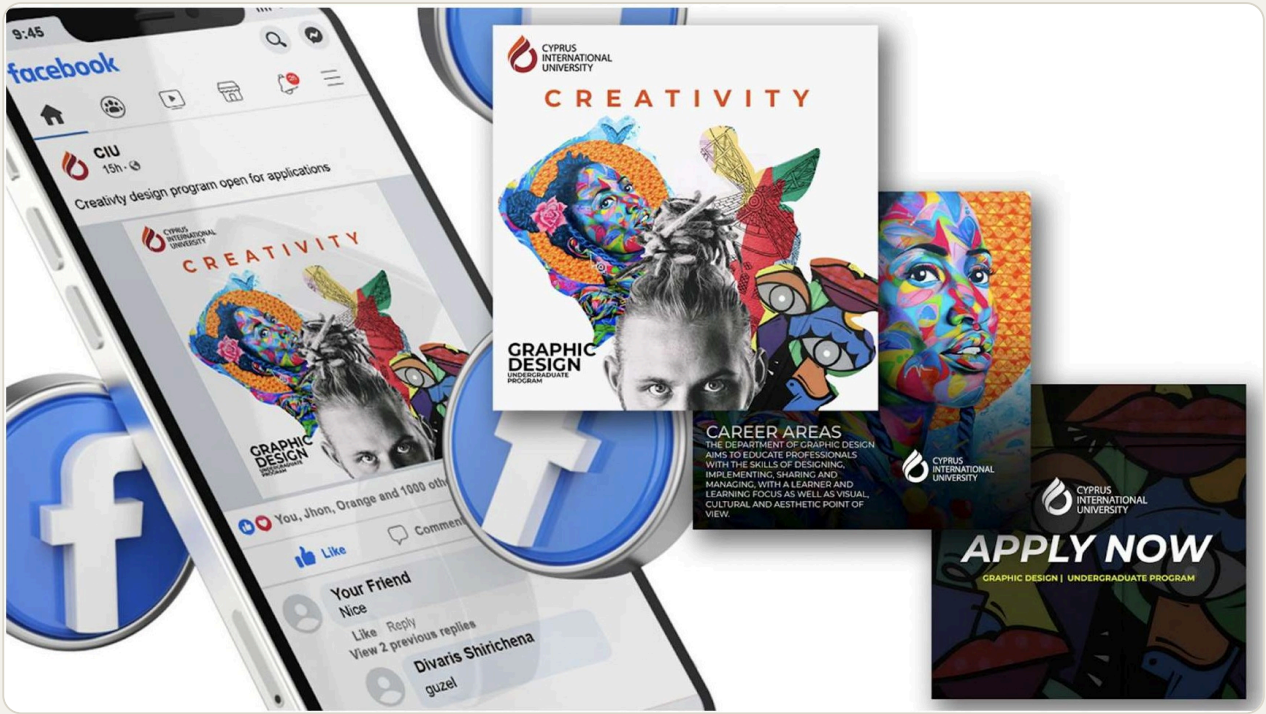
A bold collage key visual — mixed portraits, pattern and colour — that shows prospective students what "creativity" looks like before they read a word.

THE SERIES

Hero post, career-areas explainer and an Apply Now close, all carrying the same visual language.

RESULT

Content I designed at CIU raised view counts by more than 700%.



CAMPAIGN POSTS & FACEBOOK ROLL-OUT

05

SOCIAL MEDIA

BRAND CONTENT

Feed posts for property developers, interiors, retail, jewellery and food brands.

WHAT IT SHOWS

Consistent grids per brand, clear product hierarchy, and calls to action that stay readable at phone size.

Property · Interiors · Retail · Jewellery · Food & restaurants



SELECTED BRAND POSTS

06

RECOGNITION

AWARD-WINNING WORK

UNSPLASH AWARDS 2026 · 10TH EDITION

Selected in Unsplash Community at the tenth edition of the Unsplash Awards. My photography on Unsplash has 12 million views.

GOLD — NYX MARCOM AWARDS 2020

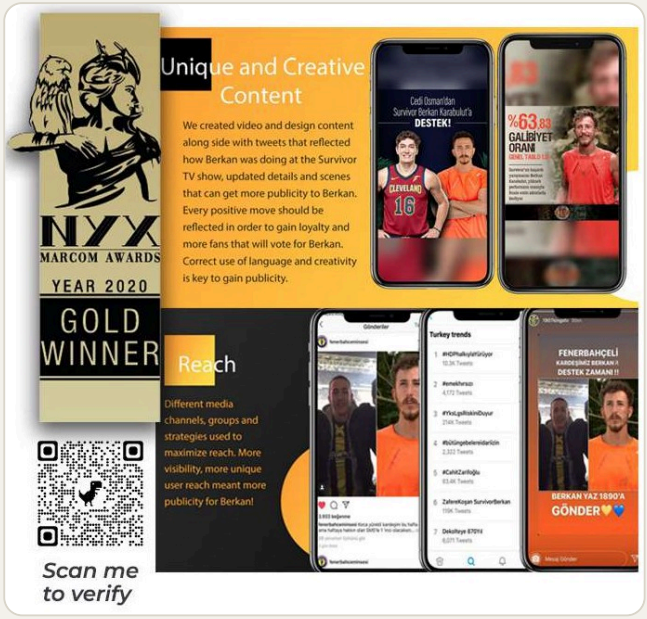
Publicity campaign for Berkan Karabulut on Survivor Turkey 2020: video and design content alongside tweets that tracked how he was doing on the show, built to grow loyalty and votes.

CENTAURI WINNER 2020

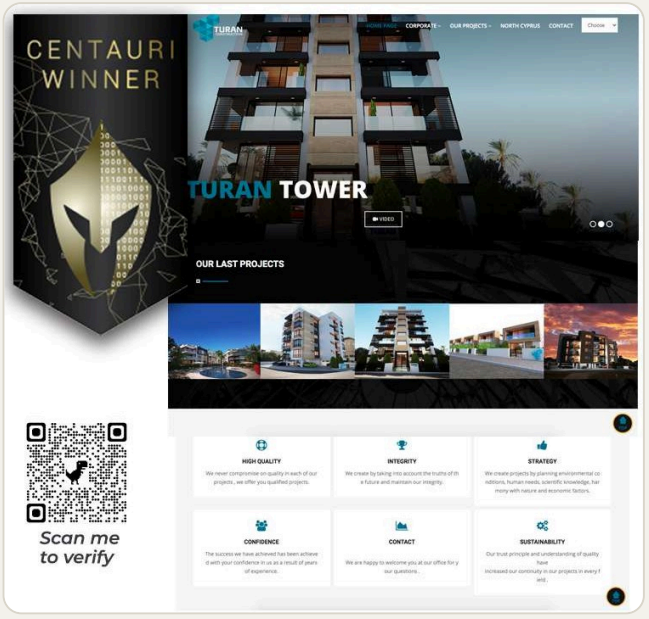
Website for Turan Construction, created with the DesignLab Marketing team — the Turan Tower showcase and project portfolio.



UNSPLASH AWARDS 2026 — 10TH EDITION



NYX MARCOM AWARDS — GOLD



TURAN CONSTRUCTION WEBSITE — CENTAURI

Scan the codes on the NYX and Centauri panels to verify those awards.

07

PRESENTATION DESIGN · DESIGNLAB

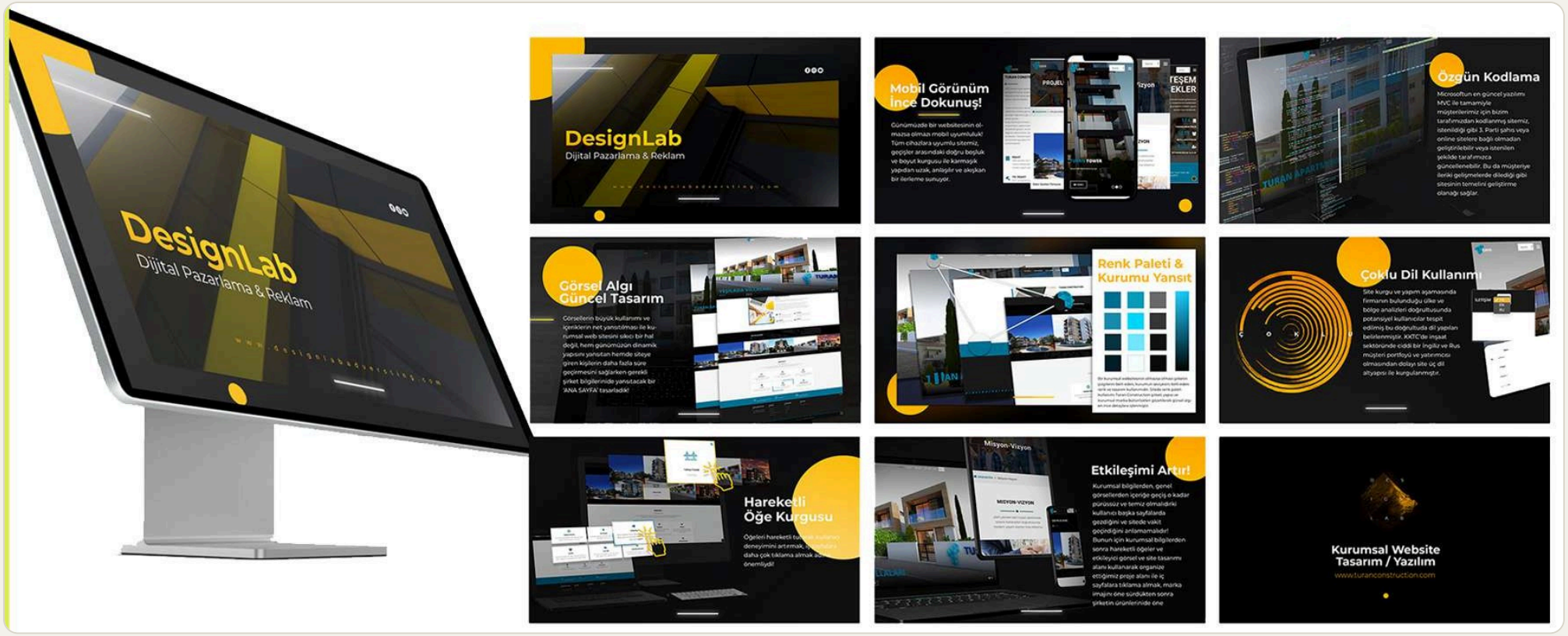
AGENCY DECK

THE BRIEF

A Turkish-language service presentation for DesignLab's digital marketing and corporate website design offer.

THE SYSTEM

Black and signature yellow, device mockups and one idea per slide — from mobile views and colour palettes to motion and multilingual sites.



DESIGNLAB — DIJITAL PAZARLAMA & REKLAM

08

PRINT

ROLL-UPS & PACKAGING

SAFE SPORT ROLL-UP BANNERS

Four banners carrying the "Safe · Inclusive · Clean Sport" message, with Norway, WADA and Zimbabwe Volleyball Association branding.

SNACK PACKAGING

Lime & Black Pepper and Sweet Chilli & Sour Cream crisps — flat artwork with nutrition panels, plus bag mockups.



ROLL-UP BANNER SERIES



PACKAGING — FLAT & MOCKUP

08

PRINT

POSTERS

POSTERS FOR PRINT

Campaign-style posters across telecoms, training and fast food — each built around one strong image and one clear line.

BLANK POSTER SERIES

Experimental concept posters for BlankPoster.com, the platform where my work was named Poster of the Week four times in 2018.



POSTERS FOR PRINT



BLANK POSTER SERIES

09

ART & ILLUSTRATION

ARTWORK

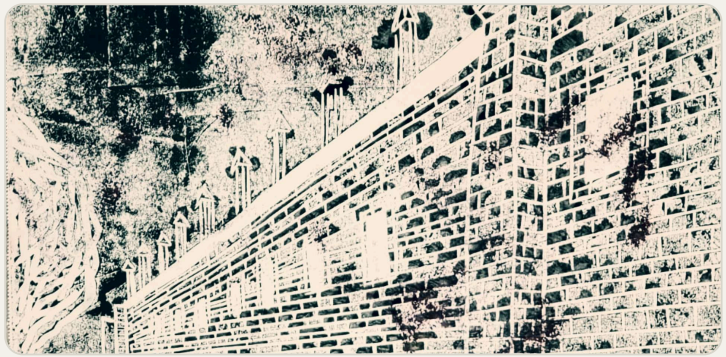
Personal pieces exploring line, texture and print-like mark-making — two of them sold.

PIECES SHOWN

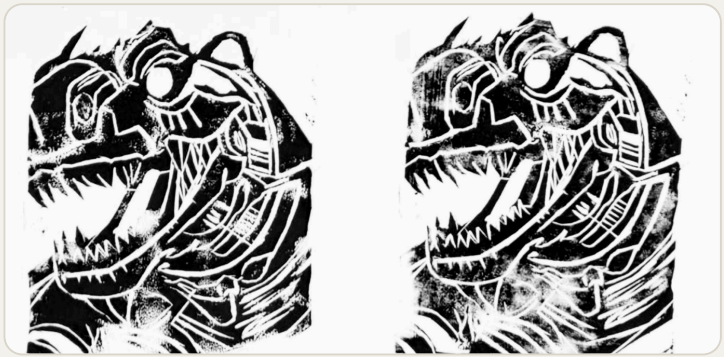
The Pharo — sold
Buk Wall, Nicosia — sold
Diaphanous Tech



THE PHARO — SOLD



BUK WALL, NICOSIA — SOLD



DIAPHANOUS TECH

09

DIGITAL ART

NFT COLLECTIONS

GHOST BOY

A pixel-art character collection — one figure, six colourways, each with its own accent.

LIBAR

Illustrated portraits with braided crowns, halos and painted face markings, set on bold single-colour grounds.



GHOST BOY & LIBAR NFT COLLECTIONS

10

CLIENTS & RECENT WORK

WORKED IN ASSOCIATION WITH

UNDER ARMOUR · BREAK THE EYE MEDIA · OLDMUTUAL · FASHION GAP · LifePlan · Bulawayo Industrial Park · CYPRUS INTERNATIONAL UNIVERSITY · Prince Edward School Tot Facienda Parum Factum · URAN CONSTRUCTION

KIND WORDS

> "This seller did an outstanding job designing logos for my company. The quality of the work was fantastic, and the work was delivered on time and on budget. Great experience! I highly recommend Divaris for graphic design work."
>
> ★★★★★ · CLIENT, UNITED STATES

> "Great work. Will highly recommend him."
>
> ★★★★★ · CLIENT, UNITED KINGDOM

> "Excellent service Divaris!"
>
> ★★★★★ · CLIENT, UNITED KINGDOM

MORE RECENT WORK · 2025–2026

YASHEQ Consultancy	Identity refresh, brand guidelines & company profile
Travinej Electrical & Solar	2026 company profile
Wadzanai Manyore	10-page personal brand & media profile
Dental Entrepreneurship Organisation	Curriculum materials, coach roster spreads, Health Assessment tool
The Eyeroom Optometrists	QR review cards for seven branches & review platform
Magamba	Digital marketing campaign package
TikTok content brand	300-post 9:16 graphic pack
DVS Graphics & DVS Exchange	WhatsApp-first flyer system and price-list flyers

Case studies available on request.

LET'S WORK TOGETHER

SWITCHING VISIONS INTO REALITY.

Available for full-time, contract and freelance work — in Harare or remote. Brand identity, campaigns, company profiles, social content and presentation design.

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