

Jacquin Botha

Executive Creative Director & AI Creative Innovation Leader

Johannesburg, South Africa / UTC+2 / International collaboration

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PROFESSIONAL PROFILE

Executive Creative Director with 23+ years of experience in brand strategy, integrated advertising and art direction across African and international markets. My agency background includes TBWA, Ogilvy, JWT, The Jupiter Drawing Room and Ireland/Davenport. I now lead Je t'aime Jacx, combining senior creative direction with generative AI production for brands and agency teams.

SELECTED ACHIEVEMENTS AND CONTRIBUTION

Standard Bank: What's Your Next?

Creative Director / Art Director on the bank's integrated brand platform. Business Insider SA credited the campaign with improved consumer satisfaction, reporting the largest gain of any bank in South Africa.

Visa: 2010 FIFA World Cup

Contributed to global Visa creative initiatives through TBWA, collaborating with international creative teams on work associated with one of the world's largest sporting events.

Ford Bantam: The Bakkie That Built the Nation

Automotive storytelling grounded in the people who build South Africa. The portfolio brings together television, print, outdoor and ambient work, including outdoor recognised by BestAdsOnTV.

Creativize.ai: 2025 Wrapped

Included among The AI LIVE Show's top 10 most-posted AI creators of 2025, recognising the distinct visual style and ideas in my generative AI work.

SELECTED PROFESSIONAL EXPERIENCE

Je t'aime Jacx / Founder & Executive Creative Director

March 2019 to present / South Africa

Founded the independent practice in 2019, delivering brand strategy, campaigns and art direction. Selected client experience includes Standard Bank, Vodacom, Safaricom, MTN Business, Investec, SAB and Heineken. Develops AI-assisted workflows for visualisation, film, prototyping and content. Registered company established in 2025.

Ireland/Davenport (Collective ID) / Creative Director

March 2017 to March 2018 / South Africa

Creative leadership on Standard Bank's What's Your Next? platform, with Creative Director / Art Director contribution. Directed integrated concepts and execution with multidisciplinary teams. Contributed to the agency's work preceding its Financial Mail AdFocus Small Agency of the Year recognition in 2018, an agency award.

The Jupiter Drawing Room / Senior Art Director

October 2013 to June 2015 / South Africa

Senior creative role on Absa's Prosper platform for the South African financial services group. Developed concepts and art direction across television, print, digital, outdoor and experiential channels.

Ogilvy Johannesburg / Senior Art Director

October 2012 to October 2013 / South Africa

Integrated campaign concepts and visual communication for major accounts within the global advertising network. Collaborated with strategic planning and client leadership on positioning and execution.

TBWA\Hunt\Lascaris / Senior Art Director

January 2007 to January 2010 / South Africa

Contributed to global Visa creative initiatives ahead of the 2010 FIFA World Cup. Worked with international creative teams and agency specialists across brand, campaign and experiential projects.

JWT / Art Director / Designer

March 2005 to January 2007 / South Africa

Developed integrated campaign creative, branding and design solutions across client accounts in Cape Town and Johannesburg. Built a foundation in strategic visual communication and design craft.

CORE EXPERTISE

Executive creative leadership, Brand and campaign strategy, Integrated advertising, Creative direction and art direction, Concept development and storytelling, Generative AI image and video production, Creative workflow design, Brand identity and design systems, Creative team and stakeholder leadership, Pitch development, Digital content strategy, UX / UI and customer experience thinking

CREATIVE TECHNOLOGY AND WORKFLOW

AI & motion

ChatGPT, Claude, Gemini, Midjourney, Runway, Higgsfield, Kling, Nano Banana, ImagineArt, Dreamina, CapCut, Luma Labs, Weavy, Google AI Studio

Design

Adobe Photoshop, Illustrator, InDesign, PowerPoint, Figma, Sketch

Collaboration

Google Workspace, Microsoft Teams, Trello, Asana, Miro, Notion

EDUCATION

UX Design, cum laude / 2019

Red & Yellow Creative School of Business

National Diploma in Graphic Design / 2002

Cape Technikon, now Cape Peninsula University of Technology

RECOGNITION AND PARTNERSHIPS

Campaign and creative recognition includes Loeries, Pendering Awards, Bookmarks, BestAdsOnTV and the JWT Creative Challenge Award. Agency and campaign honours reflect collaborative work. Creator relationships include the ImagineArt Creator Program and CapCut Seedance creative partnership.

Included among The AI LIVE Show's top 10 most-posted AI creators in Creativize.ai 2025 Wrapped.