

# Lungi Molefe, senior art director at IMA SA

 By [Karabo Ledwaba](#)

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This week we zone in on Lungi Molefe who is a senior art director at IMA SA, a Cape Town based marketing agency. Molefe has been in the business since 2008, she speaks to us about what feeds her creative spirit.



Lungi Molefe is a senior art director at IMA. Source: Supplied.

## ■ ***What do you enjoy most about your industry?***

I really enjoy the opportunity to use my creative skills to create impact. I also quite enjoy the challenge and the versatility of each new brief.

## ■ ***What is a typical workday for you?***

The day starts off with a cup of tea, checking my emails, drafting a work schedule for the day and selecting a playlist. This is then followed by either design work, briefings or research for my next project.

## ■ ***Describe your career so far.***

Problem solving that evolves from ideation to production

## ■ ***What are you currently streaming/reading/listening to?***

I'm currently watching *Dreaming Whilst Black* on Prime, I am always listening to music on various streaming platforms

either The Other Radio or Steam Room by Bon Bon Vie.

■ ***Who inspires you?***

I take inspiration from my peers, I'm blessed to be surrounded by very creative people.

■ ***What did you want to be when you were a child?***

I wanted to design cars - textures, colours, power.

■ ***Give three pieces of advice for young people waiting to enter this industry***

Always push the boundaries, there are no bad ideas and find your niche.

## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMag, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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