

EDUCATION

UCPel
Bachelor of Advertising | 2003

UFPeI
Technical of Industrial Design | 1999

STRONG SKILLS

Adobe Photoshop, Adobe Illustrator,
Keynote, Art direction, Visual design,
Typography, Video.

SOFT SKILLS

Interaction design, Digital an analogic illustration
Artist learner, Photography,
Photo retouch, Cinema 4D

WORK EXPERIENCE

AlmapBBDO, São Paulo, SP
Freelancer art director and designer
Fev 2016 - May 2016

I left FLAGCX/CUBOCC at end of the last year and now I've been working as freelancer.

Recently I was invited to team up with AlmapBBDO Sao Paulo to developing Magic Words for HP Inc. A great integrated campaign which run through out interactive design, graphic design, film, app tool. As Art director I could contribute at main fronts, working very close to creative technologist, ux designer, head of art and creative directors.

I did all digital presence of this project like responsive website, the ux and visual design for the tool that recognize the speech and transform into in text that was printing in real time, it's look like a book page also I created the visual language and graphic design project for the book as a physical thing, so I created all template's page that after were feed dynamically by the speech tool.

This project was awarded with four metals (1 Gold and 3 Bronzes) in Cannes Festival this year and got 5 shortlist at least also the site of this project was recognized as site of the day on THE FWA and AWWWARDS.

FLAGCX/CUBOCC, São Paulo, SP
Head of Art and creative leader
May-2015 - November-2015

I was hired as Head of art and creative leader at CUBOCC. I worked there for 7 months more or less but inspite of the short time looks like I'm involving in 5 great projects at least.

I was leading the craft team with the Head of Copy together. I manage 7 art directors, 1 ux designer, 1 illustrator. Also I was working closely to the Creative Director, Producers and Developers. Moreover I have contact with 3d Artist, Film Director, and with the Photographer frequently.

I was involving in a Oakley's VR Experience. It's about skateboarding add Bob Burnquist. Also I'm taking part in a Sprite's project which is joining their soda can with snapchat. Another work is the brand repositioning of Fila in Brazil. We did a fashion catalogue, an inspiring film, brand content for social media like instagram, etc. In few of these I've been working as Art Director.

Clients: Unilever, Oakley, Fila, Coca-Cola.

W3HAUS, São Paulo, SP
Head of Art
May-2011 - May 2015

I was hired to manage art director and ux design teams but even doing it I've never stopped putting my hands on as a designer. It is my condition. I must continue being a designer even if I spend a big part of my day leading the teams.

W3haus has two offices, one in São Paulo and another in Porto Alegre. then I used to travel to the two cities to work with different teams. I developed an exchange-program between the two offices in which the employees went to Porto Alegre and São Paulo. So I got a uniform team.

It was my responsibility improve their careers and of course deliver great projects and experiences.

I was working closely to the Creative Directors and it was my role to transform creative concepts and ideas in outstanding executions with my team.

To develop projects like e-commerce, brand content, films, animations, technology experiences, mobile apps, content platform, social media content, etc were part of my life at W3haus. Some projects you can see in my portfolio.

I helped the creative director in a presentation with the clients.

Clients: oBoticário, Mondelez (Lacta, Sonho de Valsa, Bis), LG Eletronic.

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WORK EXPERIENCE

JWT, São Paulo, SP
Senior Art Director
March 2010 – May 2011

I was hired to work in Ford's Team but in some moments I could work with other clients from JWT.

There was a big challenge there, to join the two disciplines and profiles. JWT had two different teams: one was a digital creative and the other was an offline creative team.

With this way of working I gained a lot of experience in dealing with big teams with different points of view.

During this time we developed campaigns that launched cars in online field in Brazil. I've always focused in craft, seeking to improve the level of visual design and art direction in each piece, each project.

By working with other clients I had the pleasure to send projects for the main advertising festivals and my contribution as designer, creative and illustrator gave myself recognized in El Ojo and Cannes Lions.

Clients: Ford, Johnson&Johnson, JWT.

Awards: Shortlist at El Ojo Iberoamerica 2011 with Johnson&Johnson and Bronze at Cannes Lions 2011 and El Ojo Iberoamerica 2011 with JWT View of the brands project

CUBOCC, São Paulo, SP
Art Director
May 2006 - February 2010

I came back to CUBOCC as Art Director and there I was developing a lot of projects for Lynx, Rexona, Doritos, among others.

I always focused in creating and drawing visual design for online platforms and digital experiences.

During this 5 years CUBOCC moved to São Paulo and I was invited to go with them. In São Paulo I continued to work with the same clients however I started to show up my projects with the Creative Director and Producers for the clients.

Clients: Kibon, Unilever, Lynx, Pepsico.

Awards: Yahoo Chair big idea with Lynx Dark Temptation

Agência Click Isobar, Brasília, DF
Art Director
May 2005 - April 2006

I was hired as Art director and I was responsible for the main project at Isobar. I did communication projects and also I was involved in build up web platforms. So in this period I had a big contact with UX discipline and I interacted with great UX designers.

I worked closely with UX designer, copywriters and for the first time I had an art assistant so I had to learn how to be his manager.

For the first time 2 projects of mine were published on Advertising Now Online a Taschen Book.

Clients: CAIXA, Brasil Telecom, Brazil Government.

CUBOCC, Pelotas, RS
Jr Art Director
March 2004 - April 2005

I started working in a digital/online context at CUBOCC when the agency was a small studio in the south of Brazil. I was helping two art directors with daily tasks for local clients like nightclubs and schools. We gained visibility due to stunning visual design quality and it was a great learning for me.

I did a lot of media banners, email marketing, photo retouching, etc.

With a high level of craft at CUBOCC, soon I was hired by Isobar as art director.

Clients: Local clients

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WORK EXPERIENCE

Instagrafite
Senior Art Director and Artist
March 2014 – Present

I've been working as the official graphic designer of Instagrafite brand since 2014. Instagrafite is one of the most prestigious brands focused on street art in the world, conducting projects of curation, production and media of this industry, with an audience of 1,2 million followers on Instagram. I'm responsible for the majority of the visual identities and key visuals of their worldwide campaigns and projects, transforming our presentations and ideas in outstanding and disruptive graphic pieces.

One good example of my partnership with Instagrafite was being a key role in O.bra Festival (portuguese translation for "piece of art" or "underconstruction"), the Biggest Public Art Festival of Latin America and one of the most important in the world, created and curated by Instagrafite.

I was creating the visual concept of the entire project. In 2015 the festival produced 10 big murals of art in Downtown São Paulo painted by renowned artists from Brazil, Chile, Argentina, Porto Rico, Ireland, Germany, Poland, Czech Republic, Italy and Japan.

The first edition was remarkable and had a notable recognition in the worldwide art and non-art media by publishers like Juxtapoz, Graffiti Art Magazine, Arrested Motion, Hi Fructose, Street Art News, Gorgo Magazine, VNA Magazine and our own channel Instagrafite. I was developing all the graphic materials from the Festival, including: Folder, Indication Signs, Badges, Moleskine cover, Tshirts, Hats, Stickers, Iphone cover, Social Media avatar, cover, and posts concept; Website and General Ads.

Redbull Canvas Cooler Exhibition, São Paulo, SP
Artist invited
September 2014

I was invited to participate in the exhibition "Red Bull Curates Canvas Cooler", curated by Instagrafite, held in September, 2014 at the spectacular art building of Red Bull in Downtown São Paulo, Brazil, titled Red Bull Station. The occasion was the national edition of a global campaign that already happened in many countries like United States, Canada and Russia, for example.

The opening received all the participant artists and a public of collectors, artists and people related to the art industry.

Station 16, Montreal, CA
Artist invited
April 2014

I was invited to participate in a Print Exhibition held at Station 16 Gallery in Montreal, Canada, curated by Instagrafite, in 2013. I developed a specific artwork for the occasion.

The exhibition happened in Montreal but the sales are still happening worldwide on Station 16 Gallery online shop (<http://www.station16gallery.com/collections/instagrafite>).