

**EDUCATION****UCPeI**

Bachelor of Advertising | 2003

**UFPeI**

Technical of Industrial Design | 1999

**STRONG SKILLS**

Art direction, Advertising, Illustration,  
Photography, Visual design, Typography.

**WORK EXPERIENCE****Goodby Silverstein & Partners, San Francisco, CA - USA**

**Sr Art director**  
Feb 2017 - Now

I left AlmapBBDO in May 2016 with many awards; I kept working as a freelancer until Goodby Silverstein & Partners hired me.

As Sr Art Director, I've been working in partnership with a couple of copywriters and one ACD throughout the last five years. I've done projects for many clients, such as Adobe, BMW, Doritos, Liberty Mutual, Pepsi, SodaStream, Specialized, Truly (Boston Beer), and Xfinity.

At the beginning of my journey at GS&P, I'm glad I had the chance to collaborate significantly on two important accomplishments there. We pitched and won BMW and Pepsi accounts.

With that achievement, the Agency grew up a lot, and they hired more than 100 new employees, 40 just for the creative department.

Among many projects I've developed there, I highlight The Ultimate AI Masterpiece, an AI and Art exploration we made using the most iconic BMW silhouette as a canvas for this ever-evolving art piece.

Also, I have to share I did a Super Bowl commercial for SodaStream directed by the Academy Award-nominated Brian Buckley and cinematography by Rodrigo Prieto – the DP of Irishman, The Wolf of Wall Street, among others.

Besides those, I recently did a Truly (hard seltzer) campaign starring British pop star Dua Lipa and it was directed by David LaChapelle.

Recently LBB Online published an interview with me; you can check it out at the link below.

[https://www.lbbonline.com/news/uprising-nan-do-sperb-on-what-keeps-him-curious-and-evolving?fbclid=IwAR3OwFRX\\_D3HL2amEr2cdBmrrL0BJzI-FzReyxFRV0hfilAkGHUn3WTDYak#.YgOC7pBnUCU.fac ebook](https://www.lbbonline.com/news/uprising-nan-do-sperb-on-what-keeps-him-curious-and-evolving?fbclid=IwAR3OwFRX_D3HL2amEr2cdBmrrL0BJzI-FzReyxFRV0hfilAkGHUn3WTDYak#.YgOC7pBnUCU.fac ebook)

**Clients:** Adobe, BMW, Doritos, Liberty Mutual, Pepsi, SodaStream, Specialized, Truly (Boston Beer), Xfinity

**AlmapBBDO, São Paulo, SP**

**Freelancer art director and designer**  
Feb 2016 - May 2016

I left FLAGCX/CUBOCC in 2015 and started working as a freelancer.

Then I was invited to team up with AlmapBBDO Sao Paulo to work on some innovation campaigns for a few brands.

One of them was an HP project called Magic Words, a remarkable integrated campaign that ran through interactive and graphic design, film, and product design. As Art Director, I could contribute to its main fronts, working closely with creative technologists, UX designers, the Head of Art, and Creative Directors.

Besides having conceived the idea with my creative partners, I did the UX and visual design of the website and app. I also developed the graphic project for the Magic Words book itself and collaborated with the documentary director and photographer, building the look and feel of all pieces.

This project was very well awarded in festivals like Cannes Lions, One Show, London International Awards, etc.

**Clients:** Antartica (Beer Brand), HP Inc

**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.

**WORK EXPERIENCE****FLAGCX/CUBOCC, São Paulo, SP**

Head of Art and Creative Lead

May-2015 - November-2015

I worked as Head of Art and Creative Lead at CUBOCC. I worked there for seven months; despite the short time, it was an intense period, and I was involved in at least five significant projects.

I led the Craft team with my partner, the Head of Copywriting. We managed seven art directors, UX designers, and illustrators. Also, I was working closely with the Creative Directors, Producers, and Tech Developers. Moreover, I frequently had to manage 3d Artists, Film directors, and photographers.

In my time there, I developed projects for Oakley, Sprite, and Fila, among others. For Oakley, we did a VR experience that allowed people to drop in the Mega Ramp located in Bob Burnquist's backyard to launch their new skateboard shoes signed by the athlete.

Also, we did a Social content activation that starts on the soda can. A partnership between Sprite and Snapchat to give their audience fresh's content every time they snap the code printed out in the can.

Another work I did there was the brand repositioning of Fila in Brazil. We did a fashion editorial catalog, an inspiring film, brand content for social media, etc. I've been working as Art Director in a few of these.

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

**W3HAUS, São Paulo, SP**

Head of Art

May-2011 - May 2015

W3Haus hired me to lead their Art Directors and UX Designers team, but even so, I've never stopped to put my hands on all types of projects. I had to continue being an Art Director and Designer even if I spent a big part of my day leading them. It was a must for me.

W3haus has two offices, one in São Paulo and another in Porto Alegre. Then I traveled between the two cities to work with both teams. I developed an exchange program between the two offices where employees had a chance to experience both offices. And then we got a more consistent team across the offices.

My responsibility was to improve their careers and deliver outstanding projects and experiences.

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

Back then, we developed projects like e-commerces, brand content, films, animations, tech experiences, mobile apps, social media content, etc.

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

## 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.

## WORK EXPERIENCE

### JWT, São Paulo, SP

Senior Art Director

March 2010 – May 2011

JWT hired me to work on Ford's Team, but I could also work with other clients, making my time there much more enjoyable.

It was an important moment in my career because I could gain lots of experience working in big teams with renowned Brazilian creatives that, back then, were people very recognized internationally.

During that time, we developed online campaigns to launch many cars in Brazil, and also I got the first couple of global campaigns under my belt.

I've always focused on craft, seeking to improve the visual design and art direction I was able to produce or guide.

Working with other clients, I was pleased to send projects for the main advertising festivals. As a designer, creative, and illustrator, my contribution made Cannes Lions recognize me for the first time.

Clients: Ford, Johnson&Johnson, JWT.

### CUBOCC, São Paulo, SP

Art Director

May 2006 - February 2010

In 2006 I returned to work at CUBOCC as Art Director, and there I did a lot of projects for Lynx, Rexona, and Doritos, among others.

I have always focused on the concept and design of online platforms and digital experiences.

During these five years, CUBOCC moved to São Paulo, and I was invited to go with them. In São Paulo, I continued working with the same clients, always doing mainly digital stuff.

During that time, I did my first AR project and my first AD Game for desktop and mobile platforms, a fun time.

Clients: Kibon, Unilever, Lynx, Pepsico.

**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.

**WORK EXPERIENCE****Agência Click Isobar, Brasília, DF****Art Director**

May 2005 - April 2006

They hired me as Art director, and I was responsible for the main projects at Isobar. I did some advertising campaigns, but I was mainly involved in designing web platforms and digital products. So in this period, I had extensive contact with the UX discipline. I had a chance to work with great UX designers that are now great leaders in companies like Google, Meta, and Work.Co especially.

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

Two projects I did were published on Advertising Now Online, a Taschen Book for the first time in my career.

Clients: CAIXA, Brasil Telecom, Brazil Government.

**CUBOCC, Pelotas, RS****Jr Art Director**

March 2004 - April 2005

I started working in a small digital shop called CUBOCC in southern Brazil. I helped two art directors with daily tasks for local clients. We gained visibility due to our stunning visual design/craft quality, which was a great learning moment for me.

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

With the high level of craft that CUBOCC had back then, Isobar soon hired me as art director.

Clients: Local clients

**EXHIBITIONS****Redbull Canvas Cooler Exhibition, Sao Paulo, SP****Artist invited**

September 2014

I was invited to make part of the exhibition "Red Bull Curates Canvas Cooler," curated by Instagrafite, held in September 2014 at the spectacular art building of Red Bull in Downtown Sao Paulo, Brazil, titled Red Bull Station. The occasion was the national edition of this global project that already happened in many countries like the United States, Canada, among others.

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

**Station 16, Montreal, CA****Arist 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.