



SUMMARY

Senior Art Director, Designer and Motion Designer with 9+ years of experience in creative leadership, branding, integrated campaigns and motion design. I connect strategy, concept and craft to turn business goals into visual systems that work across film, social, digital, OOH and physical spaces. Experience in automotive, technology, entertainment, healthcare, financial services, retail and consumer goods, for brands such as OMODA | JAECOO, Audi, Netflix, Claro, Gatorade, Novo Nordisk, Burger King, Mercado Livre and Banco do Brasil.

EXPERIENCE

Senior Art Director & Motion Designer · Design Lead — iD\TBWA

2024 - 2026

- Led the visual direction of integrated campaigns for OMODA | JAECOO, Claro empresas, Audi and Novo Nordisk.
- Led the visual direction of the OMODA 5 and OMODA 7 hybrid launch with ambassador Bruna Marquezine; the OMODA 5 became one of Brazil's top three best-selling hybrids and the film was selected for the Clube de Criação 2026 Yearbook.
- Part of the team that launched the brand in Brazil with the JAECOO 7 across social media, key visuals and ad campaigns.
- Developed a rebranding concept for Claro empresas in two weeks, from system logic to applications.

Creative Director — Haute | Umauma

2024

- Led the creative direction, craft and storytelling of two Naruto × Burger King themed stores and their products, mostly handcrafted, with strong organic reach on Instagram and TikTok.

Senior Art Director — WeOnne

2024

- Developed integrated online and offline campaigns for the São Paulo Trade Association (ACSP): concepts, digital campaigns, institutional materials, landing pages and events.

Creative & Marketing Director — Mavielo

2023 - 2024

- Led the agritech startup's creative direction, connecting business strategy, branding and communication to product development.
- Managed the Design and Marketing teams in close partnership with the CEO and executive leadership.
- Built the brand's visual language, acquisition campaigns and product communications, contributing to organic growth to 30,000+ users within four months.

Senior Art Director & Design Lead — WeOnne

2022 - 2023

- Led the creative for Carajás Home Center, delivering performance-driven campaigns that contributed to record-breaking e-commerce sales right after launch.

Senior Art Director & Design Lead — CP+B

2022

- Led art direction for DASA Group, creating digital assets for hospitals and laboratories across its network and contributing to rebranding initiatives.

Art Director & Motion Designer — W3 Haus2021 – 2022

- Art direction and motion design for digital campaigns for Mercado Livre, Santander, Tramontina, AutoCompara and Polar.

Art Director & Motion Designer — Lew'Lara\TBWA2019 – 2021

- Art direction and motion design for national and international campaigns for Netflix, Nissan, Banco do Brasil, Gatorade, CVC and Piraquê.
- Gatorade “Suor nos Une” (Copa América): art direction and motion, including stadium LED boards, uniting the men's and women's national teams through sweat.

Art Assistant & Motion Designer — iD\TBWA2018 – 2019

- Art direction and motion design for Claro, NET and Febraban campaigns and institutional communications.

AWARDS	PERSONAL PROJECT
Clube de Criação Yearbook2026 OMODA 5 film with ambassador Bruna Marquezine, iD\TBWA. Cannes Future Lions — Honorable Mention2019 Recognized as Motion Designer on the awarded project.	UFFA — University of Funk Finest Arts2026 – ONGOING Concept, identity, illustration and poster series for a fictional university of funk that gives the culture the symbolic weight of a respected institution.

SKILLS

Creative leadership · Art direction · Branding & visual systems · Integrated / 360° campaigns · Motion design · Visual storytelling · Digital, OOH & retail experiences · AI-driven creative workflows

Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma

AI tools: Midjourney, ChatGPT, Claude, Gemini, Veo, Kling, Nano Banana, Higgsfield, Runway, Adobe Firefly

EDUCATION	LANGUAGES
UI Boost — Advanced UI Design Program2020 High School Diploma	Portuguese (native) · English (advanced)