

## SUMMARY

An Art Director with 3 years of experience and 16 years of graphic design experience including print, digital, social, and web design. Proficient in both developing and executing big ideas with international brands in beauty, education, finance, food & beverage, and more. Experienced in leading a team of creatives. Highly fluent in Adobe Creative Suite including Generative AI. Excited to express my creativity and my passion and to bring my energy and perspective to each new project.

## EXPERIENCE

### **Boston Children's Hospital Trust** — Freelance Graphic Designer

*Jan 2025 - Present — Boston, MA*

- Integrated with a cross-functional team to support the Trust's mission to communicate with a wide range of donors and supporters.
- Designed campaigns, posters, newsletters, social posts, and event and in-store activations with a goal of maximizing outreach while adhering to all internal brand guidelines as well as HIPAA.
- Communicated effectively with the team to consistently deliver all work at high quality and on time.

### **Massachusetts Port Authority** — Freelance Graphic Designer

*Jun 2024 — Boston, MA*

Created signs, banners, and social posts to support the marketing team as a contractor.

### **Hill Holliday** — Associate Art Director

*Jan 2022 - Apr 2024 — Boston, MA*

- Concepted integrated campaigns for brands such as the American Lung Association, Valvoline, and The Zebra insurance.
- Developed and executed effective paid and organic social campaigns for Capella University, Santander Bank, Robert Half, and other clients.
- Designed newsletters, banners, print ads, and social posts for Point32Health, Frontier, and Strayer University with excellent turnaround times.
- Collaborated as part of a cross-functional team working with account managers, creative directors, copywriters, animators, and media and production teams.

### **Facebook (Meta)** — Art Director Mentee

*May 2021 - Jul 2021 — San Francisco, CA*

The One Club For Creativity Mentor & Creative Program. Sketched new features for Collab, a Facebook product, to increase user engagement.

### **Saatchi & Saatchi** — Art Director Intern

*Oct 2020 - Dec 2020 — New York, NY*

- Produced print and digital banners, social posts and OOH for brands like Tide, Crest, Oral-B, Pampers, and Whitehaven.
- Created social posts, OOH, and merchandise on two partnership campaigns for Olay.
- Designed a rebranding project for Sun RV Outdoors Resorts & Lodging.

### **Okeanos - Made From Stone** — Art Director Intern

*Jun 2020 - Sep 2020 — Miami, FL*

Redesigned Okeanos' website and concepted a pitch to use Made From Stone sustainable packaging in a partnership with Burger King.

### **AWT Design** — Agency Head and Creative lead

*Jan 2014 - Dec 2018 — Rio de Janeiro, Brazil*

Led the agency's creative team in delivering websites, digital banners, social posts, print ads, and OOH for Brazilian brands such as Light, CEG; and international players such as TIM (Italy), NTT Data (Japan), and Giraffes 4 Zebras (Holland).

### **Packaging Brands** — Graphic Designer

*Nov 2011 - Jul 2013 — Rio de Janeiro, Brazil*

Designed and implemented web, digital, and print assets for Brazilian brands such as Claro, Embratel, Bradesco, and Capemisa.

### **RAF Design** — Graphic Designer

*Jun 2008 - Oct 2011 — Rio de Janeiro, Brazil*

Designed and executed web, digital, and print assets for global brands such as L'Oréal, Nokia Siemens Networks, and Natura.

## EDUCATION

### **Miami Ad School** — Miami, FL, 2019-2020

Portfolio Program diploma in Advertising, Art Direction

### **Universidade Estácio de Sá** — Rio de Janeiro, Brazil, 2004-2007

Bachelor's degree in Graphic Design

## SKILLS

Art Direction, Graphic Design, Branding & Identity, Social Media, Print, Digital Design, Web Design, Adobe Creative Suite, Adobe Generative Fill, Generative AI, Midjourney, HTML/CSS and Wordpress, Figma, Motion Graphics, Video Editing, Typography, Google Suite, Google Ads specialist, Google Analytics, Asana

## AWARDS

AD Stars, Graphis New Talent Annual, AI-AP International Motion Art Awards 9, New York Festivals, AAF Miami Addys - American Advertising Awards, MUSE Creative Awards, SIA - Summit Creative Awards, Creative Conscience, VEGA Digital Awards, Prêmio iBest (Brazil).