



AUTHENTICITY EMPOWERS COMMUNICATION

BE

» I sleep with 2 pillows, one on the head, the other between my legs • the chanting of the birds that announces the sunset amuses me • the melody of the rain hypnotizes my ears • it is such a pleasure to feel the gentle breeze that precedes the cold • I read ads before news • meeting people and their stories enjoys me • my job is not just a job, it's who I am • creating art makes me introspective, but my actions are energetic • I close my eyes while dancing • I embrace the exotic... so I can be myself • challenging my limits is what moves me • I am not afraid of changes, I embrace them • I always wear a necklace so I can tell when I'm upside down • the streets call my attention with its people and landscapes • traveling on long roads cheers me • riding sets me free • new technologies fascinate me but I do not leave my books made of paper • I spend the night watching my favorite movies and always discover a new detail • I drink lots of water • I like chocolate • I appreciate coffee even in the night • yes, I prefer salad instead of pasta • it's good to sleep, but it's even better to enjoy life awake • I prefer my parts to my whole • my body is my home, so I take care of myself to have a good place to live for the rest of my life • discovering pleasure in small things delights me • I love the whistle of the wind when it passes through small cracks and the blow of the sax • I flee from the sun • I rappel, paragliding, acroyoga, yoga, climb and in-line skate • I sit cross-legged • life showed me that beauty is just a complement to the soul • yoga taught me to control my thoughts instead of letting them control me • my windows were not only made to admire the view, but they're also a passage for exploration • it mesmerizes me to see my daughter sleeping with her mouth half open and her angel hair • I admire the undoubted intelligence of my father and the inexhaustible love of my mother • I appreciate the innocence of children and wonder where mediocre adults come from • if you got to this point of the text... do not get lost as you enter my private infinite «

- » I live out of dreams and realities «
- » I know about me «
- » I know so little of everything «
- » I know a lot of nothing «

Soft Skills

As a creative with a passion for innovation, I bring a comprehensive skill set that spans from conceptualizing logos and crafting brand identities to developing sophisticated websites that seamlessly blend storytelling with striking visuals. This range of knowledge and hands-on approach allows me to create immersive experiences that captivate audiences and drive engagement. Furthermore, I've embraced the power of artificial intelligence in our creative processes. My proficiency with a wide array of AI tools enhances our visual products, allowing for more efficient ideation and the creation of cutting-edge designs. This integration of AI not only boosts productivity but also pushes the boundaries of what's possible in digital marketing, ensuring our creative output remains at the forefront of industry trends.

I thrive on challenges, viewing them as opportunities for unique solutions. In team settings, I prioritize active listening and focus on aligning perspectives to find fair, efficient resolutions during conflicts. Having supervised the hiring of new talents, I have learned to identify key traits on colleagues and have focused on maximizing their potential while exchanging knowledge.

Bio

I am an authentic person that moved to Canada about 5 years ago and aims to always rethink the way we live and design.

I have 20+ years of experience, most of which on top notch marketing/communications and real estate companies, ability to handle multiple responsibilities and to produce original work design that greatly impacts the audience.

I enjoy the outdoors and being physically active. I love a cup of coffee and I am up for adventures anytime.



Software Skills

ADVANCED KNOWLEDGE

- Adobe Creative Cloud
 - InDesign, Photoshop, Illustrator, Premiere, After Effects, XD, Acrobat
- Microsoft Office Suite
 - Full package including Power Point, Word, Excel
- Procreate
- Figma
- Wordpress, Editor X, Shopify

AI Skills

- Image generators
 - In such as Adobe Firefly, Mid Journey, Playground
- Content generators
 - Including ChatGPT, Claude.ai, Gemini, etc.
- Video AI tools

Other Skills

- Graphic Design
 - Any print materials such as posters, flyers, brochures, leaflets, manuals, etc.
 - Packaging, labels, etc.
 - Digital marketing collaterals including ebook, email campaigns, social media, powerful interactive PDFs, infographics, magazines, products catalogs, etc.
- Video
 - Production, Editing, Post-Production
- UX/UI
 - Website Planning, Design and Development
- Branding

Current - 2022

Creative Director

StageX

I spearhead the creative vision for a diverse portfolio of clients, from comprehensive brand development to cutting-edge website design. Focused on creating compelling visual narratives, I ensure the delivery of innovative, cohesive, and brand-aligned solutions that elevate our clients' market presence. This approach has consistently resulted in memorable pieces in the competitive digital landscape.

Current - 2019

Marketing Director

Omada Commercial

My responsibilities included not only developing marketing materials that are visually appealing but also finding solutions to optimize internal marketing requests. I have kept the brand identity strong and simplified several aspects of the marketing needs. After I started working at StageX, we changed my position from Marketing Director to a consulting format to make it possible for me to keep supporting Omada's marketing team.

2019 - 2018

Graphic Designer

Cushman & Wakefield Edmonton

As a global corporation, Cushman has standardized directions and I was hired to rethink their advertising material to make the branch stand out. With constant positive feedback, agents reported that our materials were key point in several transactions.

2018 - 2014

Marketing Director

Germipasto - Sementes de Pastagem

Coordination and production of all advertising and journalistic materials of the company: 1-hour long weekly TV program, social media management (Instagram, Facebook, YouTube and WhatsApp), websites, events, auctions, endomarketing.

2014 - 2010

Presenter, Reporter and Video Editor

Globo TV

TV News anchor and TV Show host, production, TV news reporter, text editing, video post production. Hostess at large scale events (with over a 130 thousand attendance). Organization of team work flow, scripts for TV shows, direction of studio recording.

2010 - 2009

Editor-in-chief and Presenter

SBT TV

Responsible for presenting the TV program, interviewing, editing videos and graphic designs.

2010 - 2009

Video Editor and Animator

Anhanguera University

Image editing, video post-production (graphics, texts and after effects). Creation of openings and 3D animations.

2010 - 2009

Ad Copywriter

MV Agencia de Publicidade

Production of engaging, clear text for different advertising channels. Production, promotion and organization of events. External production of photos and videos.

2010 - 2009

Journalist

TV Educativa

Production, TV news reporting, presentation of TV broadcast.

2010 - 2004

Autonomous / Freelancer

Various Companies

Advertising and journalistic production, presentation of ads and documentaries. Image editing and video post-production (graphics, texts and after effects).

2006 - 2002

Bachelor in Social Communication

Emphasis in Journalism

Dom Bosco Catholic University, MS - Brazil.



Crafting Iconic Meaningful Branding

Dive into a curated selection of branding work where strategic meets creative. The collaboration with diverse clients resulted in compelling brand identities that stand out in a crowded marketplace. Each project is a reflection to a commitment to innovation, quality, and impactful storytelling.



BRAND AND CORPORATE IDENTITY



Logo Designs: Where Simplicity Meets Meaning

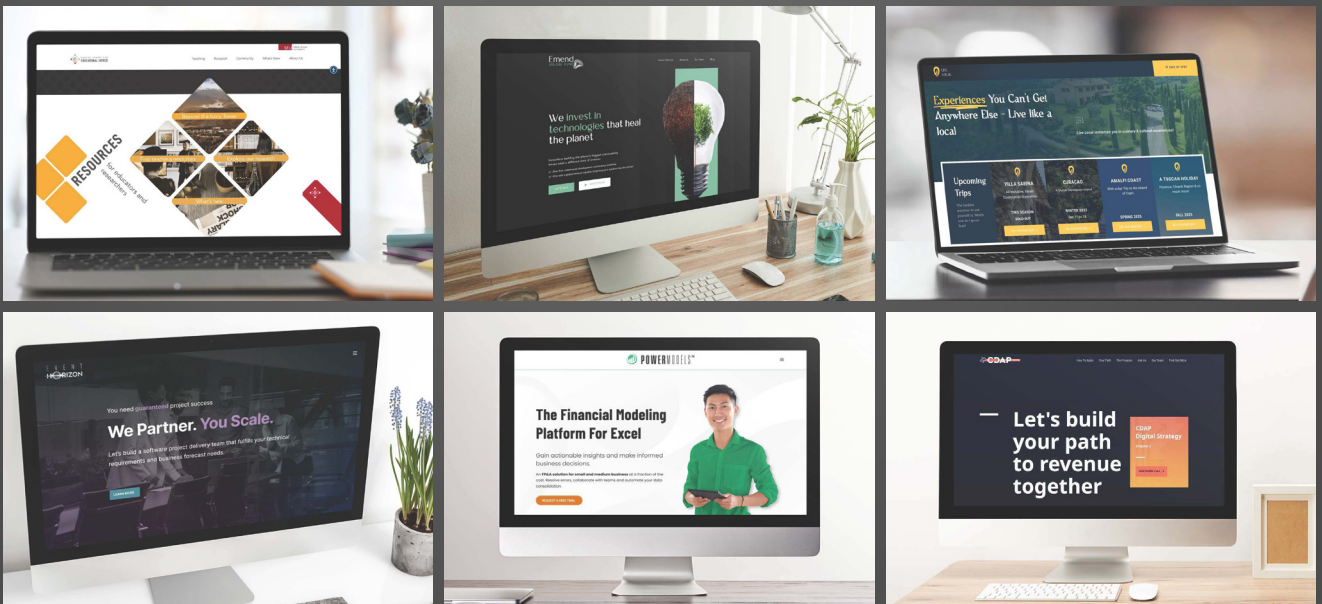
This is a collection of the latest logo designs, each embodying a clean, modern, and sleek aesthetic. Beyond their visual appeal, these logos are infused with meaningful concepts that resonate deeply with the brands they represent. Clients often express surprise at the ability to encapsulate profound ideas within concise, elegant lines. This approach ensures every logo is visually striking and rich in significance.





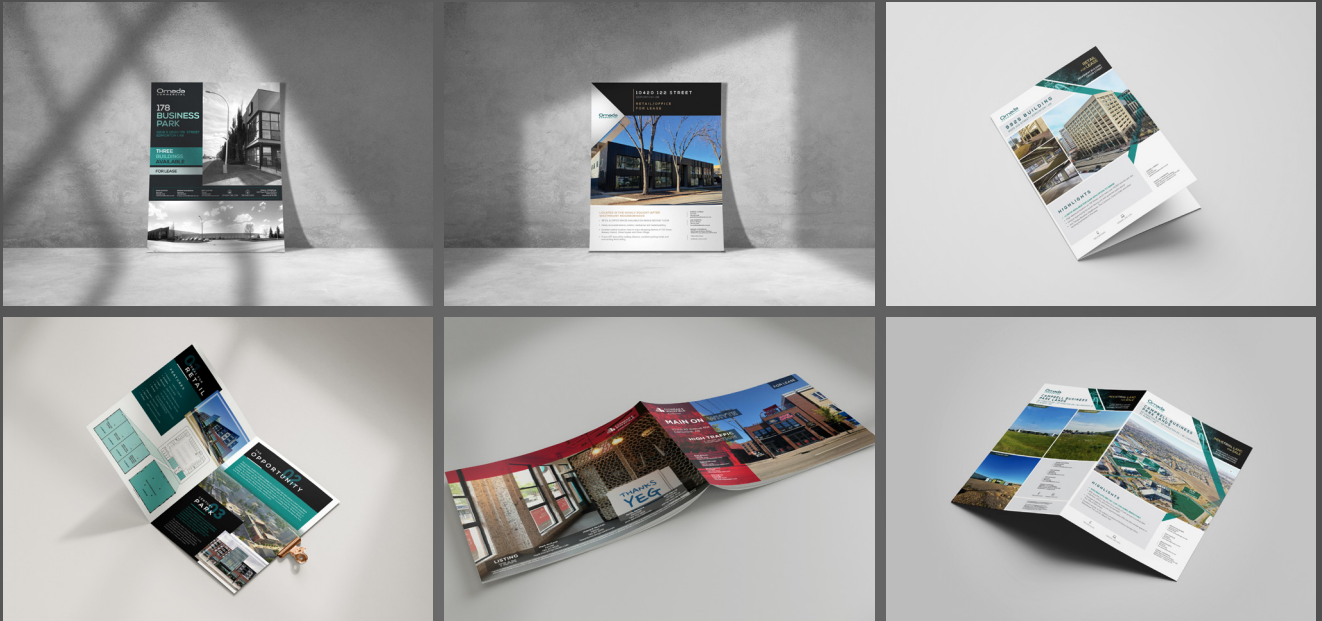
Dynamic and Unique

Each website in this collection showcases a dynamic and creative signature, standing out with modern design and purposeful elements. These projects blend visual engagement with high functionality, providing memorable user experiences that reflect the essence of each brand.



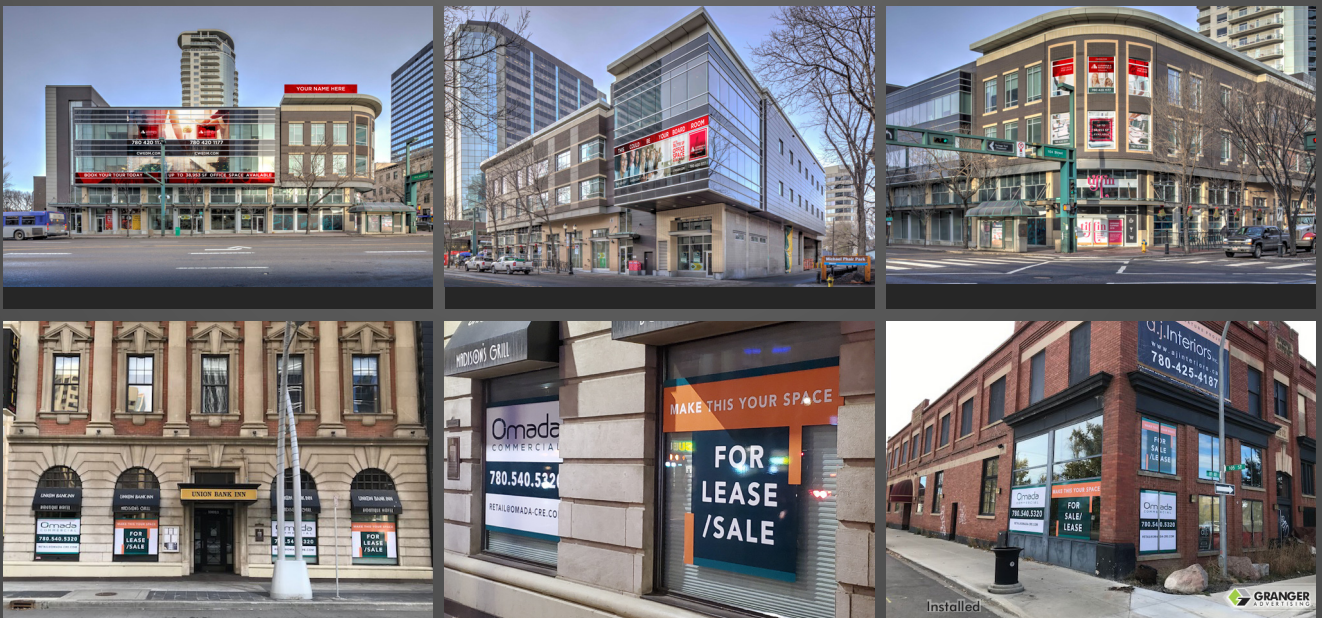
Beyond the Frame

Brochures require well-organized and eye-catching designs that naturally guide your thoughts through the content. Think of effortless absorption of the content that is visually appealing.



Stand Out

This type of material requires large but simple designs that captures the interest of the eye while keeping the brand identity strong.



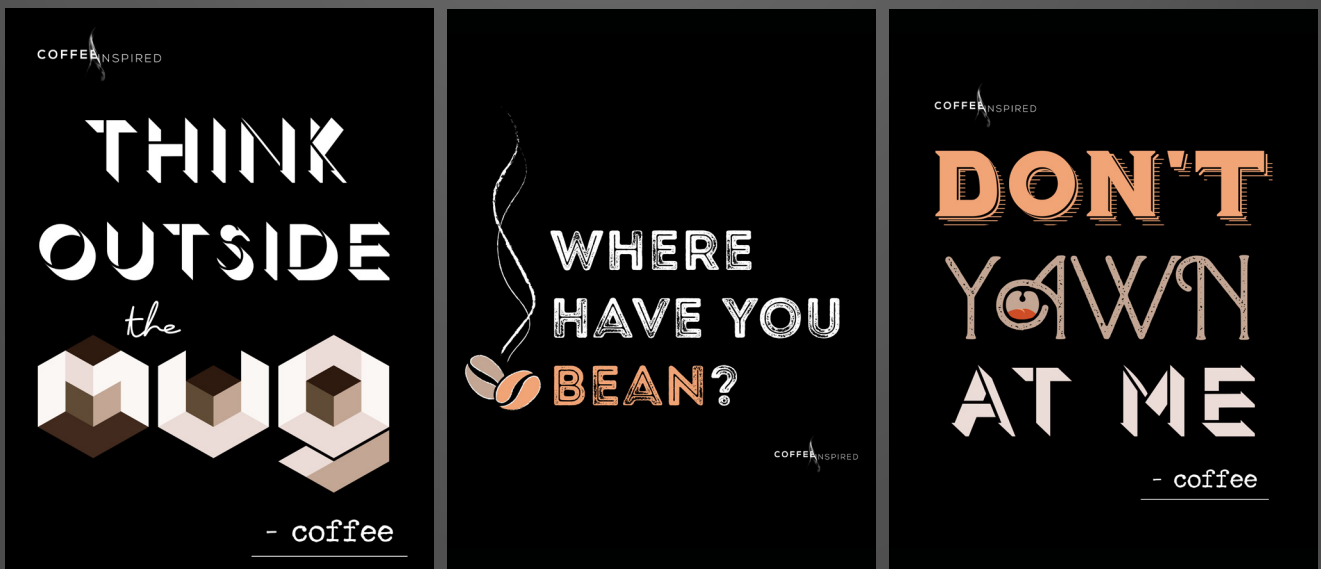
The Split-Second Rule

The decision to stop scrolling happens in a split-second. Sparking curiosity is key here.



The Soul of Writing

When the artwork focuses on typography, the design has to be both legible and artistic. Slight changes in curves and spacing can make all the difference. It is a fun job to work with!



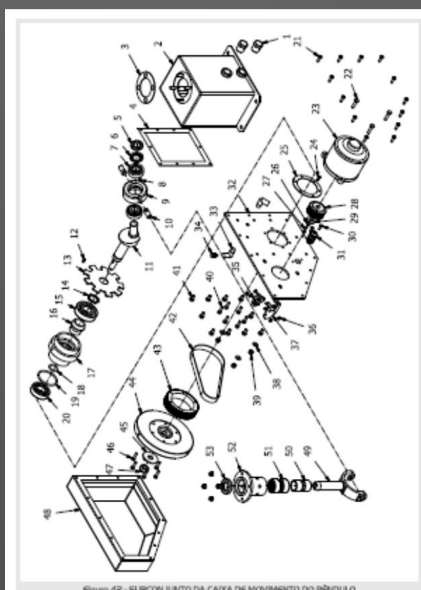
Ideas Take Shape

My first contact with TV production happened in my 2nd year of Architecture, when I got some job opportunities to design TV sets. This experience led me to change my path to become a visual communicator instead. However, Architecture has always been part of my work in and I have developed innumerable TV sets, advertising sets and exhibition stands projects.



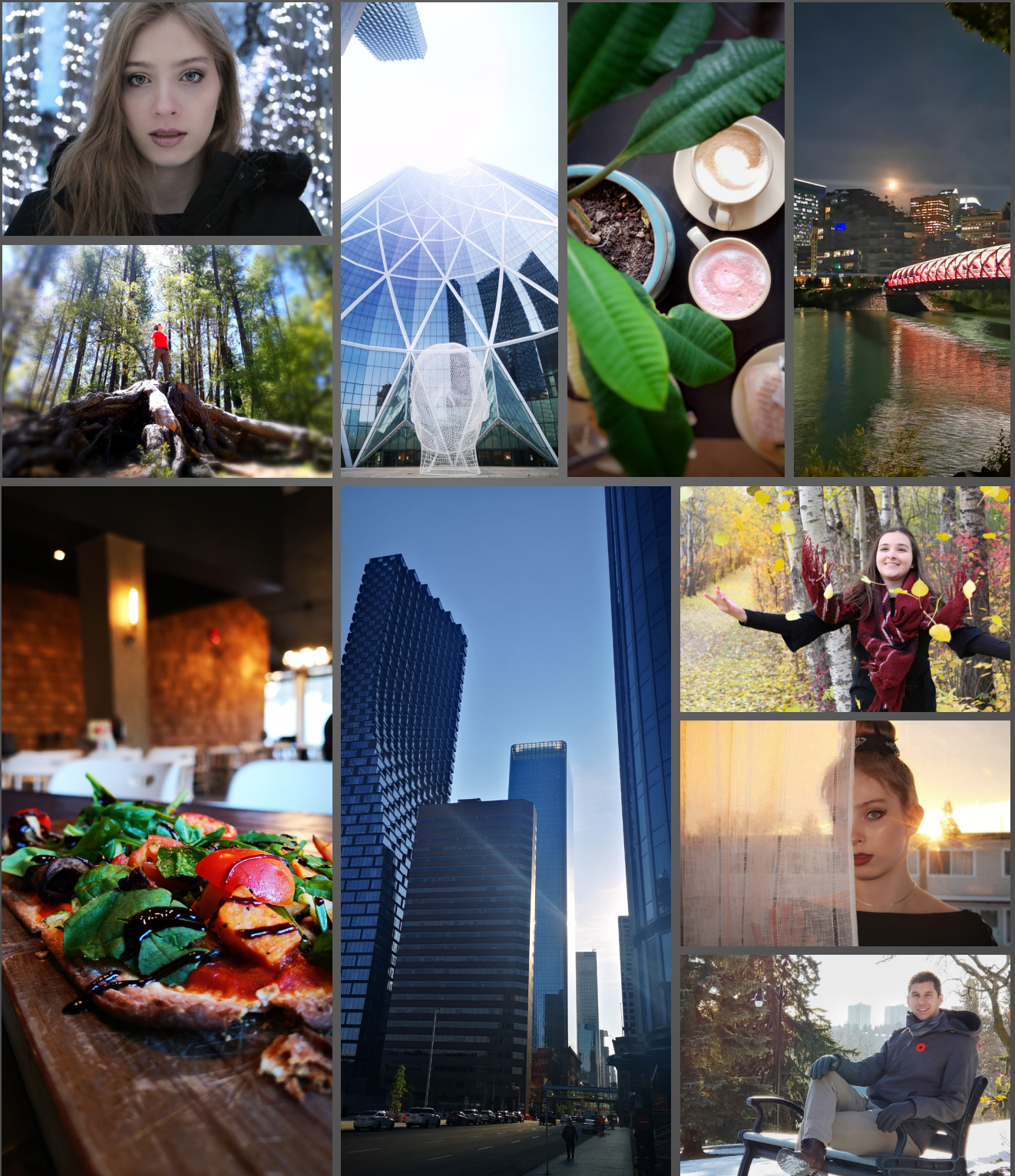
Not Just a Manual

It is a big responsibility to educate the consumer on how to properly use an equipment or product. I had to focus on converting highly technical vocabulary from the engineering team to a visual, interactive and easy-to-follow manual that is palatable for the average farmworker.



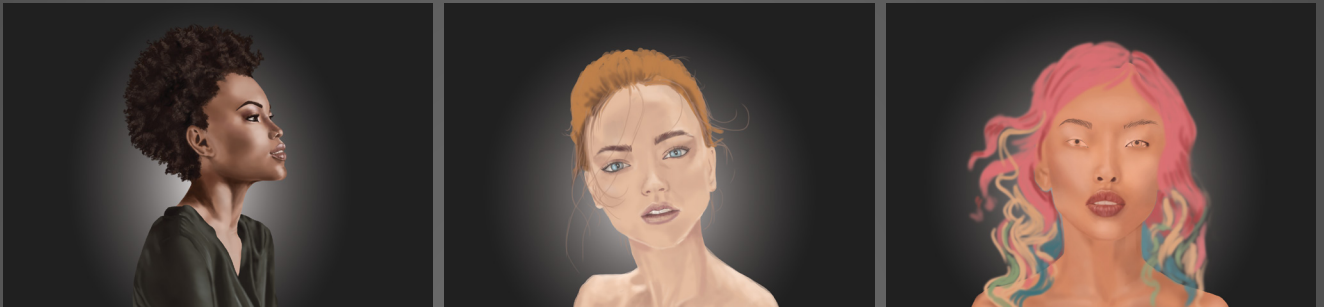
Through the Lens

It is not only about which buttons to push or which equipment to use. Angles, lighting and balance between objects in the scene capture the mood and feelings when done properly.



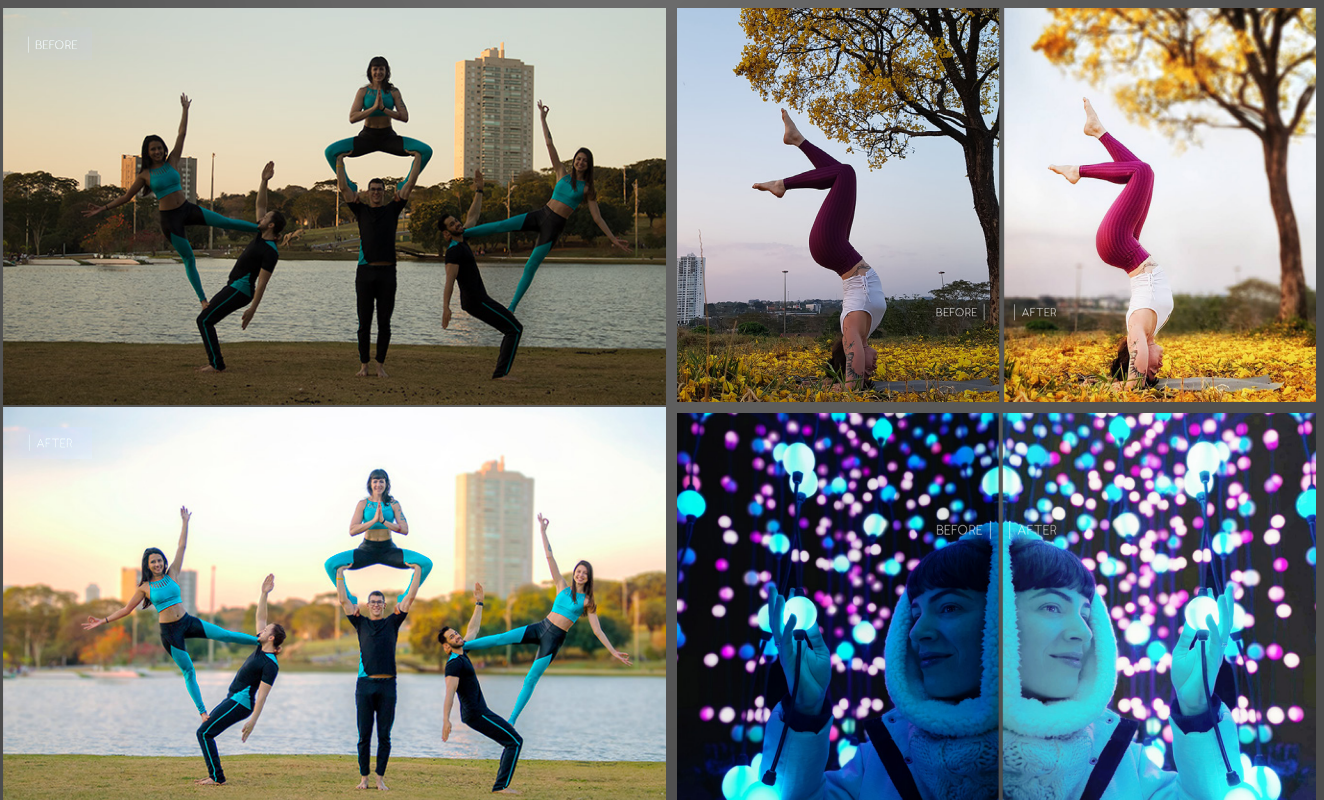
Hands on the Digital Board

Even though drawing and painting has not been really part of my work, is one of my passions that I get to develop only on my free time. Digital art is still new to my fingers, and I have adventured myself on the drawing tablet a few times to challenge my skills. Drawing is something I used to do as a teenager on charcoal and paper. It comes and goes but is always fun for me - even when I don't have time to finish it.



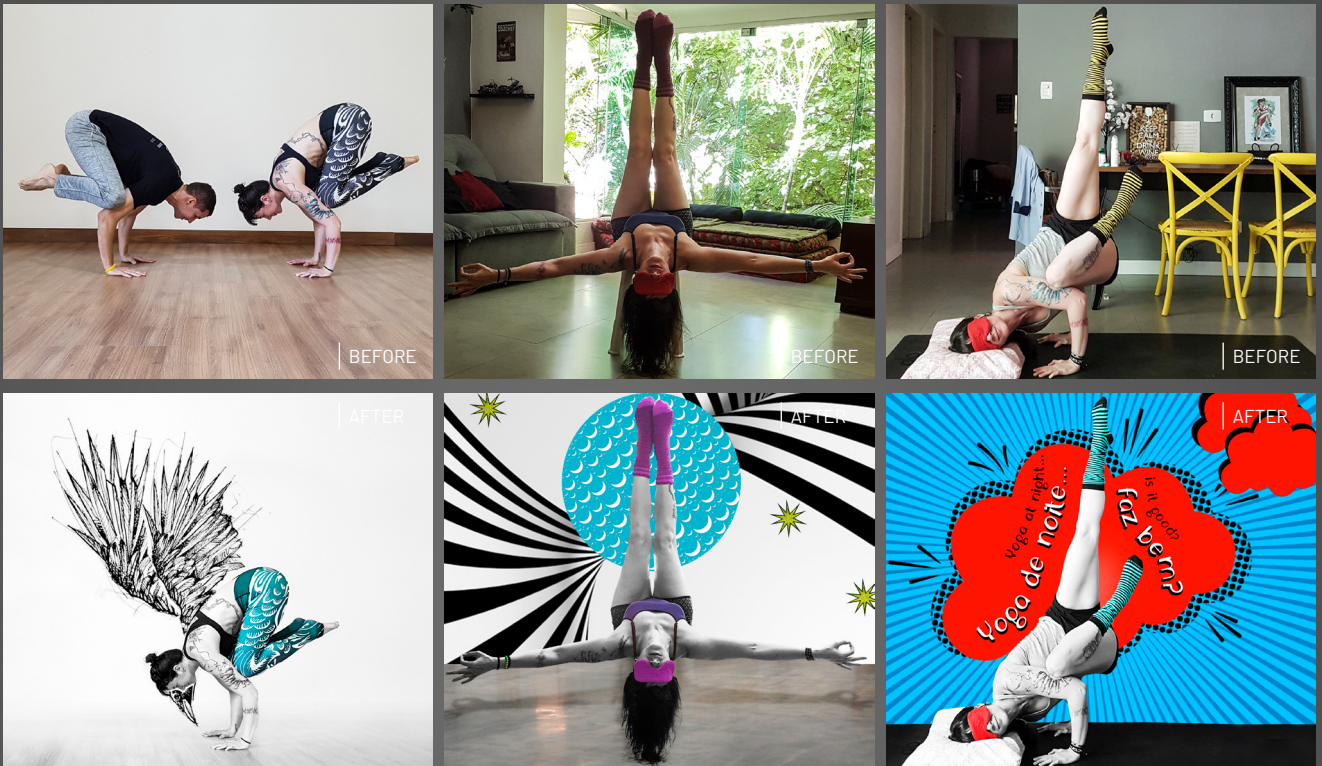
Enhancing the Capture

Images are rarely ready in their raw form. Lighting can always benefit from adjustments, and hue can better be balanced. That is what gives images a polished look that catch the eyes.



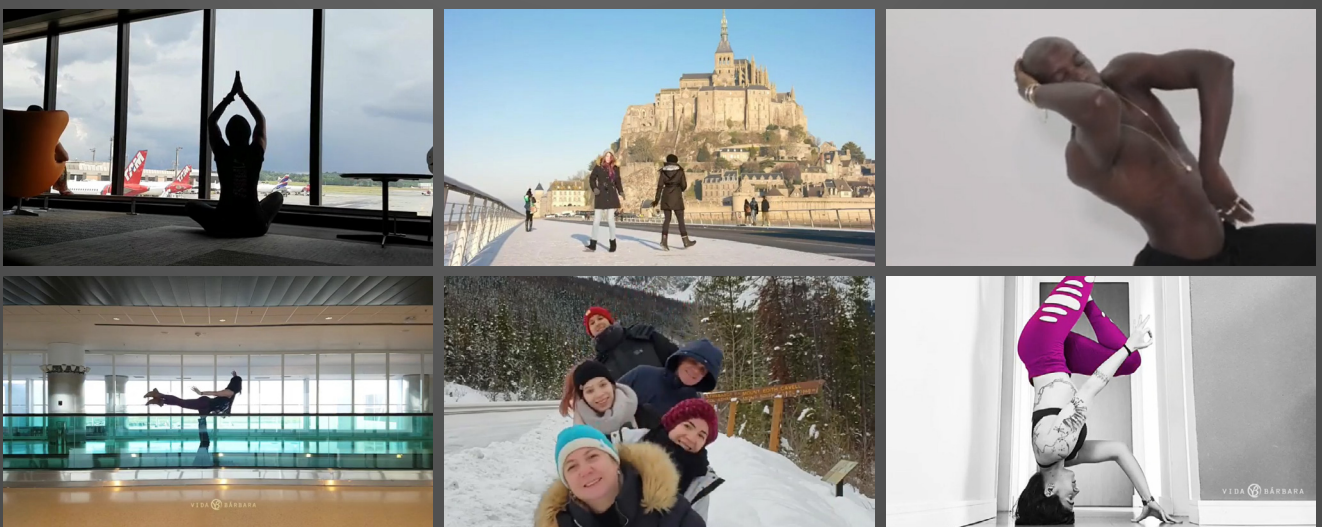
Altering Reality

Creation takes a new level when combining reality and digital art. Integrating elements can make people visualize things in a way they never expected.



Creating Movement

Shooting is just one step. A video is a story that when well-thought before-hand will hold the attention. We control the perspective and must be mindful of what and how to show it.



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