

Experience	HardCuore® Brand Designer Rio de Janeiro, Brazil 2026-Present	Brand Designer creating visual identities, packaging design, and creative concepts for leading Brazilian brands across multiple industries.
	Hoot Design Co. Graphic Designer 2025-Present	Graphic Brand Designer leading projects across all stages — from client immersion, stakeholder interviews, and strategic workshops, through platform definition, visual systems, brand guidelines, and final delivery. Works within a small, agile studio team on projects ranging from regional clients, startups to established and legacy brands across multiple industries.
	Live The Agency Freelance Art Director São Paulo, Brazil 01/2023-05/2023	Art Directed integrated campaigns for HBO Max Brazil, developing and translating strategic objectives into cohesive brand systems and multi-channel deliverables, with a focus on sports activations.
	Paim Creators Agency Senior Art Director Porto Alegre, Brazil 01/2021 – 07/2021	Led 360° integrated campaigns for Renner Brasil, one of Latin America's largest retail brands, overseeing concept development, visual systems, and cross-channel execution across the LATAM market. Developed campaign narratives and content strategies tailored to resonate with diverse Latin American audiences, ensuring brand consistency at scale.
	W3 Haus Creative Art Director Porto Alegre, Brazil 11/2019 – 01/2021	Worked across digital-first campaigns for major Brazilian brands including O Boticário and Tramontina, contributing to concept development and execution across multiple media. Ensured brand consistency and visual accuracy across campaigns and digital content, collaborating closely with senior creatives and cross-functional teams.
	Escala City Agency Junior Art Director Porto Alegre, Brazil 11/2018 – 11/2019	Junior Art Director working on the creation and execution of 360° concepts and integrated campaigns for major national clients. Collaborated closely with senior creatives, strategists, and copywriters to translate brand strategy into cohesive ideas across digital, social, print, and experiential touchpoints.
Education	Global Agency Assistant Art Director Junior Art Director Porto Alegre, Brazil 08/2016 – 11/2018	Joined as an Assistant Art Director and rapidly advanced to Junior Art Director based on performance and creative contribution. Worked on the development and execution of integrated campaigns for major Brazilian clients, partnering closely with senior art directors before taking on increased ownership of key visuals and campaign concepts
	Stephens College Columbia, MO 2021-2025	BFA in Graphic Design. Awarded Outstanding Communication Design Student and selected as one of the Ten Ideals Honorees – Creativity
	ESPM - Escola Superior de Propaganda e Marketing Porto Alegre, Brazil 2014-2018	BFA in Marketing & Advertising. Selected as Student Agency Revelation of the Year and recipient of multiple awards for Best Branding, Best Logotype.
Skills	Adobe Illustrator, InDesign, Photoshop, After Effects, Premiere, Figma, Blender, Midjourney, Procreate	Specializes in traditional typesetting, layout, and brand identity design. Knowledge in animation, digital design, and AI-driven image generation. Experienced in all phases of a project, from strategy and team leadership to commissioning specialists and leading client presentations.