

Creative Director with 10+ years of experience and proven record in delivering outstanding business results and elevating brand aesthetics. A collaborative leader who excels in motivating designers and cross-functional partners to deliver on time, on budget, on brand and above expectation layouts for digital marketing campaigns.

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## RECOGNIZED FOR:

- Translating a brand's vision to the digital environment.
  - Re-thinking any given design to have a more functional, user-friendly and elevated graphic.
  - Designing email campaigns for increased CTO (Click to Open) and implementing web usability best practices/UX.
  - Photo concept, photo art direction and managing post production.
  - Team building & mentoring.
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## EXPERIENCE:

### **VIYET, Vice President of Creative (January 2014 - September 2017)**

- Developed brand identity (site layout, logo, color palette, brand guidelines).
- Sourced and vetted all third party imagery for brand consistency.
- Led site UI/UX enhancements such as: new checkout flow, product detail page, my account, user dashboard using both Sketch and Moqups.
- Acted as Marketing Director stand-in during early stages by personally managing and suppressing lists, running A/B testing and setting up campaign flows and automated messages in various ESPs.
- Worked closely with SVP of Marketing to envision and produce all email content.
- Built production team (responsible for over 1,000 skus a month) by hiring and establishing guidelines for outside vendors, copywriters and in-house photography team.

### **LOFT, Senior Digital Design Director (February 2012 - November 2013)**

- Managed a team of seven people.
- Led creative vision for all digital campaigns while working with cross-functional partners to effectively translate complex brand ideals to easily accessible graphics.
- Conceptualized and executed video content and online boutiques with emphasis on new digital trends while keeping business needs and opportunities.
- Presented and pitched ideas to senior leadership and C.E.O.
- Accountable for all digital photography (sell shots and editorial stories).
- Implemented new creative vision for email campaigns that generated record results including historical metrics for the company (achieved 2,000% revenue increase to benchmark).
- Redesigned homepage to accommodate more content and be more aligned with usability best practices.
- Envisioned and implemented redesign of grid (sell) pages with new art direction, lighting and casting.
- Recipient of LOFT President's Award in 2012 for "demonstrating exemplary performance, embodiment of goals of growth, innovation and collaboration."

### **Brooks Brothers, Senior Art Director, Interactive Services (June 2011 - February 2012)**

- Managed a team of 12 people.
- Responsible for all digital graphics (site refreshes, online boutiques and email campaigns).

- Implemented a significant re-structure of in-house studio. Streamlined operation to a manageable workflow capable of delivering better output without going overbudget.
- Collaborated in major site redesign.
- Developed concept and directed execution of Holiday "Lamb" video with record engagement results.

## **Bluefly, Art Director (2006-2007) & Creative Director (July 2007 - January 2011)**

- Recruited and managed a team of nine people.
- Developed and established Bluefly's visual voice including concepting for all photo shoots.
- Responsible for studio operation (budget and planning of all editorial photo shoots.)

## **New York Moves, Art Director (October 2004 - March 2006)**

- Redesigned magazine's logo and overall aesthetics.
- Effectively partnered with photographers to create visually arresting pages within minimum budget.
- Brainstormed and collaborated on story ideas and helped create the magazine's editorial identity.
- During tenure magazine increased sales by fifty percent.

## **Vogue Brazil, Senior Designer (January 2000 - February 2004) - Writer (2002 - 2006)**

- Designed back-to-back of magazine.
- Supervised design team for both Vogue and Men's Vogue.
- Acted as liaison to guest Creative Directors.
- Responsible for beauty section's brainstorming and its photo art direction.
- Interviewed (as a writer) several fashion gures such as Carolina Herrera, Oscar De La Renta, Gisele Bündchen, Frank Gehry and Catherine Deneuve.

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### ADDITIONAL EXPERIENCE (FREELANCE):

**Tommy Hilfiger, Supergoop!, Worth New York, Michael Kors, Macy's, J.Crew, Limited Brands, L'Oréal, News Corp., Savored and New York University.**

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### EDUCATION

B.F.A., Graphic Design, Faculdade Armando Alvares Penteado, São Paulo, Brazil.

Courses on graphic design and advertisement at School of Visual Arts (2003) and Parsons School of Design (2003).

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### SKILLS & LANGUAGES

Fluent in Portuguese and English; proficient in Italian.

PhotoShop, InDesign, Illustrator, Sketch, Moqup, Dreamweaver and Flash.

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### AWARDS

LOFT President's Award (2012).