

summary *A skilled, bilingual design professional with expertise in digital, print and animation, and over nineteen years of experience working with diverse clients and brands. Partnered with Fortune 100 and 500 companies like Sony PlayStation, The Walt Disney Company, The Coca-Cola Company and The Home Depot to create award-winning projects. Demonstrated success in bringing vision and ideas to life through design while maintaining brand integrity and consistency.*

career highlights

- Lead marketing designer for God of War and The Last of Us Part 2 at [Sony PlayStation](#). Art directed packages and marketing pieces as well as led the design and production of the Limited Edition God of War and Death Stranding PS4 PRO.
- Worked on highly classified material for Senior [Walt Disney Company](#) executives, coordinating design, sensitive information and the integrity of the Disney brand under demanding time constraints. Created artistic display celebrating the grand opening of the Shanghai Disney Resort to be displayed on-site in Shanghai, China.
- Directed creative aspects of the [World of Coca-Cola website redesign](#), leading a team of six developers, and merged two sites (html and flash) into one functional hybrid site. Worked closely with clients on architecture, flash elements and social media design. Optimized site for cross-browsing and mobile use. Accomplished brand consistency and voice through the development process.
- Developed [The Home Depot e-Annual Report](#) for three consecutive years, winning the MarCom Award for best e-Annual Report in 2009 from the Association of Marketing and Communication Professionals. Directed photo shoots and oversaw the design conversion into html and flash for both the English and Spanish language.

experience**Sony PlayStation 2016 - Present** Senior Designer | CMF Design Lead (Color, Material, Finish)

Designed several marketing pieces for triple A games like Destiny 2, Kingdom Hearts 3 and Red Dead Redemption 2. Led and art directed full marketing campaigns for God of War and The Last of Us Part 2 designing visual identity guides, packages, store signage, events booths, etc. Managed creative assets and reviewed design pieces developed by external teams from Canada and Latin America. As the CMF Design Lead: worked closely with studios and Japanese hardware engineers on the design and production of several limited edition PS4 consoles including God of War and Death Stranding. Designed and assisted on the production of the latest collection of DualShock@4 colors: Titanium Blue, Red Camo, Rose Gold and Electric Purple.

The Walt Disney Company 2014 - 2016 Art Director

Developed design pieces for The Walt Disney Parks and Resorts for display and use in parks and websites around the world. Oversaw art direction of photo shoots and brand identity, and developed successful campaigns targeted toward Disney employees. Designed wallpapers and screen-savers utilizing the Disney brand and characters aimed at the general audience.

Freelance Designer 2011 - 2017

Worked independently with several different agencies, both in-house and remotely, on projects of varying size, complexity and urgency. Clients included: Tivo, Toshiba, PBS, Crawford & Company, Sixthman Cruises, Geritol, MidNite Sleep, Vivarin and FIN Electronic Cigarettes.

Sagepath, Inc. 2008 - 2011 Art Director

Gained extensive internal, external, social and rich media design experience with one of the largest brands in the world – The Coca-Cola Company. Created interactive experiences with campaigns, publications and websites. Developed design options for business development and managed teams to execute projects from end-to-end. Provided client-focused solutions with identity and branding. Articulated creative materials into an understandable format for clients and work with cross-functional teams to achieve the vision.

Level 1 Design, Atlanta, GA 2006 – 2007 Graphic and Web Designer

Developed visual identities and logos to achieve compelling and consistent brands for clients. Clients include: Georgia Natural Gas, The Family Practice, Atlanta Gallery Association and Mars Snackfood.

Spin Creative, Inc. Atlanta, GA 2003 - 2006 Graphic Designer

Focused on print, ad campaigns and brand identity for clients throughout Georgia. Clients include: Fadó Irish Pub, March of Dimes, Taste of Atlanta 2004 and Healthcare Georgia Foundation.

Santa Catarina State Government, Florianópolis, Brazil 2002 Graphic Designer

Designed an information report for Government projects geared towards rural families located in Santa Catarina.

Unisul – Universidade do Sul de Santa Catarina, Florianópolis, Brazil 2001 Journalist and Graphic Designer

Wrote and researched articles for a weekly university-wide newsletter and designed layouts.

education

Universidade Federal de Santa Catarina, Florianópolis, Santa Catarina, Brazil 2002 - 2003

Bachelor of Communication and Visual Expression, Design

Unisul – Universidade do Sul de Santa Catarina, Florianópolis, Santa Catarina, Brazil 1998-2001

Bachelor of Social Communication and Journalism

software

Adobe CC (Photoshop, Illustrator, Flash, InDesign, Dreamweaver)

Esko Studio

Microsoft Office (Word, PowerPoint, Excel)

Apple Keynote

languages

Portuguese (Fluent) **English** (Fluent) **Spanish** (Competent)