

summary *An established art director and color, material, and finish (CMF) designer with over 20 years of experience successfully bringing client vision to life through design. Expertise in industrial design, marketing campaigns, packaging, print, digital, and video across a wide range of brands including Fortune 100 companies like PlayStation, The Walt Disney Company, The Coca-Cola Company and The Home Depot.*

- career highlights**
- Envisioned and developed the [PlayStation 5 DualSense and Cover Plates Galaxy Collection](#). Art directed the global marketing campaign, product renders and packaging color adjustments.
 - Spearheaded the design and production of the Limited Edition [The Last of Us Part II](#), [God of War \(2018\)](#) and [Death Stranding](#) PS4 Pro consoles.
 - Art directed all marketing pieces and developed visual identity style guides for [Marvel's Spider-Man: Miles Morales](#), [God of War \(2018\)](#), [Ratchet and Clank: Rift Apart](#), and [The Last of Us Part 2](#).
 - Created a permanent installation display for [Shanghai Disneyland Resort](#), celebrating the park's grand opening in 2016.
 - Art directed [The World of Coca-Cola](#) website redesign including optimizing site for mobile viewing and adjoining social media campaign.
 - Developed three-year consecutive award-winning Annual Report for [The Home Depot](#).

- experience**
- Sony PlayStation 2016 - Present** CMF Design Lead (Color, Material and Finish)
- Designed and supervised production of the PlayStation 5 DualSense controller and Cover Plates Galaxy Collection (Midnight Black, Cosmic Red, Starlight Blue, Nova Pink and Galactic Purple) as well as several DualShock@4 controller colors (Titanium Blue, Red Camo, Rose Gold Electric Purple, and more).
 - Worked closely with PlayStation Studios creative teams and Japanese hardware engineers to design and produce several limited edition PlayStation products, including The Last of Us Part 2, God of War (2018), and Death Stranding PlayStation 4 consoles.
 - Art directed full marketing campaigns for God of War (2018), Ratchet and Clank: Rift Apart, Marvel's Spider-Man: Miles Morales and The Last of Us Part 2 including designing visual identity guides, packages, store signage, events booths, etc.
 - Designed several marketing pieces for AAA titles Destiny 2, Kingdom Hearts 3 and Red Dead Redemption 2. Managed creative assets and reviewed design pieces developed by global external teams.
- 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.
 - Coordinated design efforts for highly classified material for Senior Walt Disney Company executives, handling sensitive information and the integrity of the Disney brand under demanding time constraints.

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 digital advertising and social media experience with one of the largest brands in the world – The Coca-Cola Company.
- Oversaw website design development for both the English and Spanish language.
- Created interactive experiences with digital campaigns, publications and websites.
- Provided client-focused solutions for branding and identity.
- Articulated creative materials into an understandable format for clients and work with cross-functional teams to achieve their vision.
- Directed photo shoots and managed teams to execute projects from end-to-end.

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, InDesign, Dreamweaver)

Microsoft Office (Word, PowerPoint, Excel)

Apple Keynote

languages

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