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LINKEDIN

www.linkedin.com/in/rafael-ramos-artdirector

PORTFOLIO

www.rafartdesign.com

AREAS OF FOCUS

Art Direction & Branding: identity systems, brand guidelines, key visuals (KV), and 360° campaigns.

Motion & Video: 2D animation, social/performance assets, promos, and institutional videos.

UX/UI & Digital Content: interface design, visual hierarchy, narrative, and asset production.

Consulting & Leadership: team management, process design, and creative KPIs.

EDUCATION

Advertising & Marketing - **UNIFIEO**

Art Direction for Film - **University of the Arts London**

UX/UI Design - **Coursera**

After Effects - **Domestika** • Productivity - **PUCRS**

Social Media Management - **Cásper Líbero**

TOOLS

Design: Photoshop, Illustrator, InDesign, Figma, XD

Motion & Audio: After Effects, Premiere, Audition

Presentation & Management: Keynote, Office 365

LANGUAGES

Portuguese: Native

English: Advanced

RAFAEL LUIS RAMOS

• Art Director • Visual & Motion Designer • Multidisciplinary Creative

PROFESSIONAL PROFILE

Art Director and Visual Designer with nearly 20 years **creating systems and narratives** for brands, products, and stories. From advertising, I carry strategy; from art, freedom; and from people, listening. I create systems, imagery, and motion graphics that **blend clarity, emotion, and purpose** - to communicate truthfully and deliver value.

PROFESSIONAL EXPERIENCE

Consultant | Designer - Aira Comunicação & Design • Jan/2013 - Present

www.rafartdesign.com

- Visual strategy and production for **Neutrogena, Elgin, Vult, Morana**, among others.
- **Translating marketing goals into sales outcomes:** prioritization, delivery cadence, and performance analysis.
- Built end-to-end production workflows, increasing delivery **consistency and speed**.

Consultant | Designer - Instituto Heleninha • Jan/2025 - Oct/2025

livro25anos.institutoheleninha.org.br

- **25th-anniversary book** (print & digital), illustrations, full editorial design, landing page and Spotify assets.
- **Voiceover, editing, and mixing** of the narrated podcast series based on the book's stories (storytelling, audio).

Designer - Thera Cosméticos • Jun/2024 - Sep/2025

www.theracosmeticos.com.br

- 360° visual concepts for campaigns and e-commerce; **KVs, motion graphics**, premium social content and conversion assets.
- **Monthly pipelines** and creative performance reports; strong alignment between branding and execution.

Designer (UX/UI & Motion) - Ivoire Agency • Dec/2022 - May/2024

- Global projects (e.g., **Unilever Leap Rewards, Neutrogena, Metamucil**) under tight deadlines.
- Cross-team integration and stakeholder management while upholding **high aesthetic and technical standards**.

Art Director — Grupo Ornatus (Morana / Balonè) • Sep/2019 - Aug/2022

www.morana.com.br

- Campaigns for e-commerce, retail (POS) and social; **nationwide franchising scale**.
- Reduced rework by establishing **processes and standards** between design and client service.

Art Director/ Communications Coordinator - Make-A-Wish Brasil • Jan/2013 -

Aug/2019 - www.makeawish.org.br

- Fundraising and institutional campaigns that **expanded reach and donations**.
- Communications Coordinator leading strategy, campaigns, and brand consistency, expanding reach and fundraising.

*"I seek collaborations that value **sensitivity, aesthetics, and purpose**. If a project moves, connects, and transforms, I want to be part of it."*

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