



# 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](http://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](http://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](http://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](http://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](http://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**."*

VIEW MY PORTFOLIO: [www.rafartdesign.com](http://www.rafartdesign.com)

+55 11 98486-4700

[rafaelluisramos82@gmail.com](mailto:rafaelluisramos82@gmail.com)

## LINKEDIN

[www.linkedin.com/in/rafael-ramos-artdirector](http://www.linkedin.com/in/rafael-ramos-artdirector)

## PORTFOLIO

[www.rafartdesign.com](http://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 - **Cáspier Libero**

## TOOLS

**Design:** Photoshop, Illustrator, InDesign, Figma, XD

**Motion & Audio:** After Effects, Premiere, Audition

**Presentation & Management:** Keynote, Office 365

## LANGUAGES

Portuguese: Native

English: Advanced