

RAFAEL LUIS RAMOS

SENIOR DESIGNER | SENIOR ART DIRECTOR | DESIGN LEAD

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PROFESSIONAL SUMMARY

Senior Designer and Art Director with 20+ years of experience across branding, 360° campaigns, motion, social media, e-commerce, packaging, and digital products. Recent experience includes design coordination and leadership, with responsibility for prioritization, visual direction, quality reviews, and cross-functional collaboration with Marketing, Product, Media, Trade Marketing, and external partners. Combines strong creative judgment and hands-on execution with process design, generative AI, and 3D to accelerate exploration and production while maintaining brand consistency. Background spans cosmetics, retail/franchising, consumer goods, nonprofit organizations, and global projects.

CORE SKILLS

Art Direction & Brand Systems | Senior Visual Design | Design Leadership & Team Coordination | 360° Campaigns | Social Media & E-commerce | Motion & Video | Packaging & 3D | Creative Operations | Stakeholder Management | Generative AI for Creative Workflows | UX/UI

PROFESSIONAL EXPERIENCE

INOAR | Design Coordinator / Art Director | Jan 2026 - Sep 2026 | Taboão da Serra, São Paulo, Brazil

- Managed the day-to-day workflow and prioritization of a 3-designer team, distributing projects across social media, campaigns, packaging/labeling, and 3D, with direct collaboration across Marketing, Product, Media, and Trade Marketing
- Led the visual development of launches and campaigns across multiple haircare lines, from key visuals (KVs) and social content to motion, point-of-sale (POS) materials, catalogs, presentations, and packaging rollouts
- Established a weekly alignment cadence, Runrun status updates, and pipeline visibility, improving clarity around priorities, pending work, and ownership across each workstream
- Led quality reviews and provided technical feedback to internal and external partners, covering packaging accuracy, color, cropping, retouching, motion, music, and final finishing
- Integrated generative AI and 3D into the creative workflow to accelerate concept exploration, visual prototyping, lifestyle imagery development, and packaging visualization before final production

AIRA COMUNICAÇÃO & DESIGN | Design Consultant / Art Director | 2013 - Present | São Paulo, Brazil

Independent project-based practice, alongside in-house roles.

- Lead visual strategy, branding, campaign, motion, and digital production projects for brands including Neutrogena, Elgin, Vult, Doce Beleza Cosméticos, and Morana, translating marketing objectives into visual systems and multichannel deliverables
- Established production workflows and managed direct client relationships, organizing briefs, prioritization, presentations, review cycles, and delivery to maintain consistency and agility
- Work end-to-end, from concept development and art direction through hands-on design, motion, interfaces, and campaign rollouts

INSTITUTO HELENINHA | Design Consultant / Art Director | Jan 2025 - Oct 2025 | São Paulo, Brazil

- Created the art direction, illustrations, and editorial design for the organization's 25th-anniversary book, extending the narrative across print, an interactive digital edition, a landing page, and launch materials
- Adapted the content into a digital experience with its own information hierarchy and navigation, expanding access for audiences, sponsors, and partners
- Contributed to a 32-episode podcast series through voice-over, editing/mixing, and the integration of design, storytelling, and audio

THERA COSMÉTICOS | Senior Designer / Art Director | Jun 2024 - Sep 2025 | Remote

- Developed key visuals (KVs), 360° campaigns, motion, e-commerce, and social content for beauty and lifestyle brands, balancing brand consistency with conversion needs
- Organized monthly creative pipelines and performance reports to guide iterations and keep brand strategy and execution aligned

IVOIRE AGENCY | UX/UI & Motion Designer | Dec 2022 - May 2024 | Global Projects / Remote

- Delivered projects for global brands and programs including Unilever Leap Rewards, Neutrogena, and Metamucil, integrating UX/UI, motion, and digital content within fast-paced production cycles
- Collaborated with cross-functional teams and stakeholders across multiple markets, maintaining high technical standards, visual consistency, and delivery clarity

GRUPO ORNATUS - MORANA / BALONÈ | Art Director | Sep 2019 - Aug 2022 | São Paulo, Brazil

- Developed e-commerce, point-of-sale (POS), and social campaigns for a nationwide franchise operation, ensuring consistency from concept through rollout and execution
- Standardized processes and visual criteria across design and account teams, reducing rework and improving consistency across deliverables

MAKE-A-WISH BRASIL | Art Director / Communications Coordinator | Jan 2013 - Aug 2019 | São Paulo, Brazil

- Led communications strategy and art direction for brand and fundraising campaigns, events, and digital channels, connecting brand, storytelling, and audience engagement
- Managed brand consistency and stakeholder relationships, contributing to broader reach and fundraising efforts

EDUCATION & PROFESSIONAL DEVELOPMENT

- Advertising and Marketing - UNIFIEO
- Art Direction for Film - University of the Arts London
- UX/UI Design - Coursera
- Social Media Management - Cásper Líbero
- Time Management and Productivity - PUCRS
- After Effects - Domestika

TOOLS & TECHNOLOGIES

Design: Adobe Photoshop, Illustrator, InDesign, Figma, Canva

Motion & Video: After Effects, Premiere Pro, Audition

3D & Packaging: Cinema 4D, Adobe Dimension

AI & Creative Workflow: Adobe Firefly, generative AI workflows, Magnific/FreePik

Management & Presentations: Runrun, Airtable, Microsoft 365, Keynote

LANGUAGES

Portuguese: Native | Spanish: Intermediate | English: Advanced