ANDRÉ FERREIRA BATISTA

Senior Visual Designer

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Profile

Senior Visual Designer with 15+ years of experience leading B2B and B2C brand systems, campaigns and visual identities across global markets. Proven track record at DeepL and Google delivering high-craft work across 360° campaigns, events, product touchpoints and design systems, and directing freelancers and agencies to raise the creative bar. Combines strategic thinking with hands-on execution across typography, layout, illustration, motion and digital experience, with a consistent focus on craft and creative excellence.

Skills

Brand Identity | Visual Systems | Brand Guidelines | Creative Direction | Art Direction | Campaign Design | Marketing Design | Design Systems | Digital Experiences | AI-Assisted Workflows | Product UI | Motion Design | Typography | Visual Storytelling | Layout | Illustration | Storyboarding | Creative Production

Tools

Figma | After Effects | Illustrator | Photoshop | InDesign | Premiere Pro | Spline3D | Lottie Files | Framer | Figma Weave | Claude Code | Krea AI | Gemini

Experience

Visual Designer, Brand & Visual Systems – DeepL | May 2024 to May 2026

Brand & Campaign Systems: Owned and scaled company-wide brand systems in Figma across EU, US and APAC, with guidelines and templates for social media, community and events, componentizing assets and cutting turnaround time from days to hours. Led end-to-end visual production for campaigns spanning social, OOH, booth design and events, plus the visual revamp of 100+ landing pages.

Creative Direction: Directed external creative agencies on flagship event productions, developing storyboards and leading feedback sessions for the DeepL Dialogues 2024 and 2025 opener videos.

Motion & Creative Operations: Produced motion graphics across social, product and live events, and integrated AI tools into research, brand documentation and concept generation, improving briefing quality and shortening feedback cycles.

Production Designer, Global Visual Systems & Illustration – Google | September 2022 to May 2023

Global Visual Production: Created vector illustrations for Google's global product ecosystem across online and print touchpoints, delivering scalable visual assets for a worldwide audience.

Design Systems: Owned and maintained a Figma component and illustration library, enabling UX teams to execute consistent workflows during high-stakes product updates.

Cross-Functional Creative: Partnered with teams across departments to deliver animations, illustrations and icons supporting product communication and internal initiatives.

UI Designer, Product Visual Design & Motion – YuLife | January 2022 to September 2022

Product Experience: Redesigned the product onboarding experience through UI design, illustration and animation.

Motion Systems: Developed motion design guidelines for external partners and agencies, standardizing animation delivery and ensuring brand consistency across touchpoints.

Design Systems: Built and maintained a design system covering components, icons and illustrations, plus a pre-composed After Effects animation library adopted across teams.

Product Designer, Digital Products & Visual Systems – Cluno / Cazoo | May 2019 to May 2021

Product Experience: Translated user research and product requirements into UI designs for web and mobile, delivering a more intuitive experience for approximately 5,000 clients.

Design Systems: Designed and maintained a component library across desktop and mobile, ensuring scalable and consistent UI.

Brand & Visual Design: Produced icons, illustrations and animations supporting brand expression across product and marketing touchpoints.

Earlier Experience

Game Artist, 2D Art, UI & Animation – Cupcake Entertainment, 2018

Created 2D illustrations, UI assets and character animation, plus gameplay videos and social content for marketing.

Game Artist, UI & Motion Design – Diverso Games, 2012 to 2016

Designed game UI and motion for mobile and desktop titles using Illustrator, Photoshop, Unity and Spine, working with developers in agile production.

Web Designer, Digital Campaigns – Evermedia, 2010 to 2012

Designed newsletters, websites, landing pages and animations for digital campaigns, plus character illustrations for brand merchandising.

Education

Bachelor of Design, Centro Universitario FMU | FIAM-FAAM 2005 to 2009

Languages

Portuguese, native. English, business fluent. German, conversational

Courses & Certifications

Storytelling for Influence, IDEO U, Nov 2024
Explainer Camp, School of Motion, Jul 2024
Design System Bootcamp, Memorisely, Oct 2022
Advanced 2D Animation, School of Motion, May 2022
Digital Painting Workshop, Innovation Creative Space, 2012