

BRUNNO MACHADO

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Senior Creative with 15+ years of experience leading creative work for global brands including Google and Apple. Skilled at translating user insight into compelling visual and motion design, building scalable design systems, and guiding cross-functional teams from concept through final delivery. Known for blending strategic thinking with hands-on craft to deliver polished, on-brand creative at scale.

SKILLS

- Art Direction
- AI-Assisted Creative
- Digital Concepting
- Storytelling
- Interactive Experiences
- Design Systems
- Motion & Interaction
- Team Leadership
- User Research
- Design Strategy
- Concept Development

SKILLS

BA in Graphic Design

Anhembi Morumbi University
São Paulo - Brazil

CERTIFICATES

Business — Selc College
Customer Service — Greystone
Business English — ILAC
Vancouver, BC, Canada

INTERESTS

Motorcycling, Jiu Jitsu,
snowboarding, skateboarding,
traveling, and time with my kids.

EXPERIENCE

Sr. Art Director — Factor SF (Design Partner for Google)

2025 - Present

- Key member of the design partner team for Google, contributing to CRM initiatives spanning high-impact email campaigns, product launches, and lifecycle communications.
- Shape creative direction for global email campaigns supporting new Google product releases, ensuring consistent quality and brand alignment at scale.
- Design end-to-end communications for product launches, onboarding experiences, and welcome series that strengthen user engagement from first touch.
- Build and optimize scalable campaign templates and design systems aligned with client brand guidelines, streamlining production across the team.
- Drive digital asset production from creative concept through final delivery, maintaining quality and consistency across a high-volume campaign calendar.

Art Director — Critical Mass (Vendor Partner for Apple)

2022 - 2025

- Led a design team as team lead, setting creative direction and ensuring cohesive, high-quality output across web design projects for Apple.
- Developed and managed comprehensive design systems for the Apple website, balancing brand consistency with evolving product needs.
- Built interactive web prototypes for Apple site features, streamlining stakeholder sign-off and accelerating cross-functional alignment.
- Directed web design projects from initial concept through final delivery, ensuring every deliverable met client objectives and quality standards.

SENIOR DESIGNER - Antisocial / Thinkingbox

2021 - 2022

- Created compelling social media content and design strategies for local brands, strengthening digital presence and audience engagement.
- Designed and produced dynamic graphics and video content tailored to target audiences across multiple social platforms.
- Developed strategic social campaigns to build brand awareness and drive customer engagement.
- Partnered closely with marketing teams to align design initiatives with campaign goals and brand objectives.
- Produced original motion design elements for social platforms, elevating brand storytelling and visual appeal.

ART DIRECTOR - Strike Mvmnt

2017 - 2021

- Developed creative concepts for each project and product release, aligned with brand goals.
- Contributed to brand strategy and market positioning.
- Led a website redesign to improve UX and online purchasing flow.
- Directed photoshoots for a new clothing and footwear line.
- Produced social assets – graphics, promo materials, and video – to boost brand visibility.

JR ART DIRECTOR - SO Creative

2014 - 2017

- Partnered with clients to define project needs and present creative strategies.
- Collaborated on UX strategy and concept development for web and print.
- Researched methods to boost user engagement across digital touchpoints.
- Prototyped multi-platform layouts aligned with UX strategy.
- Produced catalogs, marketing materials, and email campaigns for various clients.

Previous Graphic Design Roles

2010 - 2013

- Developed creative concepts for marketing and web solutions across client brands.
- Created digital layouts and managed marketing materials.
- Designed visual identities for campaigns and placements.
- Partnered with marketing teams to deliver effective creative solutions.