

HELLO! I'M

Pedro Regis

// BASED IN SÃO PAULO
// CURRENTLY @ TIVITA

Visual Designer AI Creative

About

Designer focused on turning complex ideas into clear, effective communication. My work spans paid media campaigns, conversion-driven landing pages, strategic decks, and brand materials — always aiming for visuals that drive real results. I actively integrate generative AI tools into my creative workflow to accelerate production without compromising quality, moving ideas faster from concept to execution.

Skills

Creative Direction
Paid Media
Landing Pages
Automations
Branding
Generative AI
Print Materials

Tools

Figma
Framer
Adobe Creative Suite
Midjourney
KlingAI
Flora
Nano Banana

Education

2025 - UFSC
Product Design

Languages

Portuguese (Native)
English (Professional)

Experience

Tivita (2025 - Present)

Visual creation and execution of paid traffic and branding campaigns for a healthcare financial management SaaS platform.

Built acquisition landing pages and institutional pages in Framer, designed and optimized for conversion.

Integrated generative AI tools (Midjourney, KlingAI, Nano Banana) to maintain brand character consistency across all visual assets.

Produced print materials and branded merchandise for client events and internal marketing initiatives.

Abstrato (2022 - 2025)

Created a wide range of visual assets including static artwork, motion videos, and animations for digital campaigns.

Designed high-converting landing pages aligned with clients' marketing and acquisition strategies.

Early adopter of generative AI tools to streamline content production and elevate creative standards.

Collaborated closely with cross-functional teams across marketing, product, and development.