Renato Braga.

Global Group Creative Director. Brand expression, GTM and culture-driven integrated campaigns.

2026

LOS ANGELES, CA

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BASED
Los Angeles, CA

LANGUAGES
English · Portuguese · Spanish

(01) SUMMARY

20+ YEARS · GLOBAL MARKETS 01 / 03

Global Group Creative Director with 20+ years shaping brand expression, go-to-market (GTM) creative, and integrated campaigns that move people and culture forward for Meta Reality Labs, Airbnb, Oakley, Google Gemini, Apple, Ray-Ban, Toyota, ASICS, and Mazda.

Turns cultural and audience insight into human-centered, emotionally resonant work, and builds scalable product storytelling systems across film, photo, OOH, social, digital retail, and experiential that grow awareness, consideration, and brand love. Leads at every scale, from small group of creatives to 10 creative teams to agency partnerships and executive creative direction, partnering with product, design, engineering, marketing, and research to ship work across multiple global markets. Brings a systems-thinking mindset, a deep respect for craft, and generative AI tools to concepting, ideation, and asset production. Awarded at Cannes Lions, The One Show, and New York Festivals.

(02) EXPERIENCE

DATE · COMPANY · ROLE 2026 - 2025

08/2026 - PRESENT — Oakley (Luxottica)

GLOBAL CREATIVE DIRECTOR

- Lead global creative for Oakley's new brand platform and global campaign "SAYS WHO?", uniting teams from the Luxottica Creative Hub and Oakley US creative behind one bold brand voice.
- Own creative development end to end, from brief writing and scriptwriting through film and photo production, art direction, design reviews, and iterations, setting the craft bar across all film and print assets.
- Conceived and led the Foundational Technologies campaign, partnering with lab researchers, engineers, scientists, and product designers to turn science into a scalable product storytelling system.
- Brought Oakley's obsession inside the lab to life, proving every frame is engineered and tested before it reaches retail, building trust, supporting confident purchase decisions, and separating Oakley from lower-priced sunglasses.

06/2026 - 08/2026 — Wieden+Kennedy

CREATIVE DIRECTOR, GOOGLE GEMINI

- Led teams of creatives on integrated social, digital, OOH, and experiential campaigns for Google Gemini.
- Translated complex AI product features into clear, human stories that built awareness and consideration with the audiences Gemini needed to reach.
- Directed bespoke work from ideation through full production and execution, including social-first content, online campaigns, and brand activations.

04/2025 - 09/2025 — Freelance

CREATIVE DIRECTOR

Oakley, Google, Equinox

- Led creative direction for Oakley's 50th Anniversary campaign and a five-year Brand Book design system, defining tone, voice, and visual identity across all channels.
- Partnered with Media.Monks on The Android Show: XR, crafting cinematic, human-centered storytelling for Gemini AI and Android XR.
- Led Equinox's global campaign concept, redefining brand and performance storytelling.

(02) EXPERIENCE — DATE · COMPANY · ROLE — 2025 - 2018

10/2025 - 06/2026

Airbnb

GLOBAL CREATIVE DIRECTOR

- Led global creative for Airbnb's FIFA World Cup 2026 campaigns across the US, Canada, Brazil, and US Latino Gen Z markets, from creative strategy through launch.
- Built and led creative teams, provided executive creative direction, and led agency partnerships, defining briefs, creative process, review cadence, and ways of working.
- Created Airbnb's first bespoke Canada campaign to rebuild the brand's reputation with Canadian audiences, turning cultural insights and local nuances into work that lifted Airbnb likeability across Canada by 10X.
- Created distinct campaigns for US Latino and US Gen Z audiences, each built around its own culture, behaviors, and voice so the work felt relatable and true to the people it was made for.
- Turned market insights, audience behavior, and cultural moments into bespoke film, OOH, social, and digital work that spoke to fans' hearts and minds.
- Grew brand reputation, awareness, and likeability, contributing to a 50X increase in consideration and adoption.

10/2023 - 04/2025

Meta

GROUP CREATIVE DIRECTOR

- Led global creative for Reality Labs Wearables and Meta Quest, defining brand expression and visual identity for Ray-Ban Meta and Oakley Meta through brand books, design systems, and GTM storytelling that humanized advanced technology.
- Directed nine global films and four integrated campaigns across AR/VR, mixed reality, and wearables launches, keeping craft, quality, and consistency high across markets and channels.
- Partnered with Brand Design, Product Design, UX, and engineering to evolve a cohesive visual framework connecting GTM campaigns, digital retail, and product experiences.
- Championed craft, mentorship, and creative culture, setting quality standards through design reviews across marketing, digital, retail, and social teams.

10/2022 - 10/2023

Airbnb

GLOBAL CREATIVE DIRECTOR

- Led global brand and product creative across EMEA, LATAM, and North America, building design systems and storytelling frameworks that unified marketing, product, and communications.
- Partnered with Brand Design and Marketing to turn insights into scalable visual identities balancing global consistency with local relevance.
- Directed cross-functional creative teams across digital, experiential, and film, fostering mentorship and design craft.

02/2022 - 10/2022

Meta

CREATIVE DIRECTOR

- Led GTM creative for the launch of Meta Quest Pro, Meta's first professional mixed reality headset, defining positioning, storytelling arc, and visual expression across all channels.
- Developed the first global multi-platform campaign system across digital, social, experiential, and retail, later adopted across Meta Wearables.
- Turned complex mixed reality technology into human-centered storytelling and a premium brand identity with Product Marketing, Brand, and Comms, collaborating with creators and production partners on launch films.

11/2021 - 02/2022

Freelance

CREATIVE DIRECTOR

R/GA, Havas NY, Grey NY, Ghost Autonomous Driving

- Led pitch and creative strategy work and developed campaign concepts for global brands and tech startups.

11/2018 - 10/2021

WPP Team Mazda

SVP, GLOBAL CREATIVE DIRECTOR

- Led integrated campaigns across TV, digital, experiential, and OOH for Mazda in North America, Europe, LATAM, and Asia.
- Directed cross-functional creative teams on global brand storytelling, product launches, and film-driven campaigns that elevated brand perception.
- Restructured the creative department, increasing efficiency, creative output, and team culture.

(02) EXPERIENCE

DATE · COMPANY · ROLE 2018 – 2012

05/2016 – 11/2018

Saatchi & Saatchi

CREATIVE DIRECTOR

- Led a multidisciplinary team of 50 creatives across design, film, and digital for Toyota and ASICS.
- Drove creative strategy and execution for Toyota's Global Olympic Campaign.
- Helped win ASICS as Agency of Record, unlocking $85M in new media investment.
- Delivered work from 4D experiential activations to global film and digital launches.

04/2015 – 01/2016

TBWA\Media Arts Lab

CREATIVE DIRECTOR

Apple

- Led creative teams for Apple, developing launch campaigns and storytelling frameworks across film, digital, and retail.
- Concepted and pitched campaigns supporting global product launches and keynote moments.

04/2012 – 03/2015

Freelance

CREATIVE DIRECTOR

TBWA\Chiat\Day, CP+B, 72andSunny, Tool, Stopp LA, Havas NY

- Created campaigns for Apple, Toyota, Mitsubishi, Mattel, Warner Bros., and Turkish Airlines.
- Drove concept, pitch, and execution for global launches, from Apple keynote content and product films to Turkish Airlines' award-winning "Widen Your World" campaign.
- Co-directed immersive, interactive film experiences integrating live action and digital.

ADDITIONAL EXPERIENCE AVAILABLE UPON REQUEST

(03) AWARDS

CANNES · ONE SHOW · NY FESTIVALS SELECTED

CANNES LIONS

3 Gold · 3 Silver · 3 Bronze · 1 Shortlist

Recognized for excellence in Partnerships & Sponsorships, Public Relations, Overall Campaign, and Digital/Mobile innovation.

Highlights include "See Like Menna" campaign, awarded across PR, Mobile, and Social categories.

ONE SHOW

1 Gold · 3 Silver · 3 Merit

Honored for Design Craft, User Experience, Social Channel, and Visual Craft.

Campaigns recognized: Apple 30th Anniversary, Nature Valley: The Quietest Show on Earth, and See Like Menna.

NEW YORK FESTIVALS

3 Silver · 5 Bronze

Awards in Social Media, Film, Influencer, and Innovation categories for breakthrough branded content and integrated storytelling.

(04) EDUCATION

DEGREE · INSTITUTION 2025 – 1998

08/2025	B.S. Communications, Multimedia Design · Magna Cum Laude	Liberty University, School of Communications
1998	Design Direction	Brazil Art Institute

(05) SKILLS

CORE COMPETENCIES EN · PT · ES

Creative Direction / Brand Expression & Visual Strategy / Go-to-Market (GTM) Creative Strategy / Integrated Campaigns / Brand Platform Development / Product Storytelling / Cultural & Audience Insights / Concept Development / Scriptwriting / Brief Writing / Art Direction / Visual Identity / Design Systems & Content Systems / Film & Broadcast Production / Photo, Video & 3D Production / On-Set Creative Direction / Out-of-Home (OOH) / Social & Digital Campaigns / Experiential Activations / Digital Retail & Consumer Product Experiences / Market Localization / Multicultural & Gen Z Marketing / Design Reviews & Quality Standards / Generative AI Creative Workflows / Agency & External Partner Management / Team Building & Leadership / Cross-Functional Collaboration (Product, Design, Engineering, Marketing) / Stakeholder Management / Brand Guardianship / Mentorship & Creative Culture / Hardware, AR/VR & Wearables

Got a brief? *Let's chat.*

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