

16 years of experience in graphic design, art direction, and brand design for global entertainment and lifestyle brands (Xbox, Garena Free Fire, Adidas, Pantene, L'Occitane). Skilled at producing key art, packaging, logos, and performance ad creatives for Facebook and Instagram, following established style, palette, and brand guidelines from concept to final delivery. Bilingual FR/EN, fluent in Adobe Creative Suite and basic motion design.

professional experience

SENIOR VISUAL DESIGNER 2024 – Present

Avant Brands · Kelowna, BC

- Designed packaging, key visuals, and logos for 2 cannabis brands, as measured by **zero compliance flags across 45 approved projects in 2026** (up from 20 in 2024), by producing on-brand 2D assets within Health Canada's regulated advertising guidelines.
- Strengthened cross-brand visual consistency across packaging, key visuals, and social media ad creatives, as measured by **70% of projects approved with only minor adjustments** and fewer than 20% requiring three or more rounds, by partnering directly with the product team.

SENIOR ART DIRECTOR 2022 – 2024

OMG Brazil · São Paulo, Brazil

- Led visual direction for global brands including Xbox, Pantene, and Adidas, delivering **Adidas campaign that secured the account's annual retainer renewal**, by directing creative teams from concept through final 2D execution across digital, social and retail channels.
- Managed a **creative team of 4 designers** producing ad creatives, key art, and storyboards for multiple concurrent campaigns, by standardizing design workflows and brand templates across platforms and markets.

INTEGER OUTPROMO 2012 – 2021

São Paulo, Brazil

- Associate Creative Director, 2018–2021:** directed integrated 360° campaigns for major clients, including performance marketing creatives for Xbox and Garena Free Fire, by balancing strategy, storytelling, and hands-on 2D creative execution across digital, print, and retail. Promoted from Marketing Planner after 6 years.
- Marketing Planner, 2012–2018:** developed retail activation and marketing strategies, and co-organized a company-wide convention presenting an original trends report from SXSW field research, which generated new business opportunities for the agency.

core skills

CREATIVE TOOLS

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Figma
- Blender
- Procreate

DESIGN & STRATEGY

- Logo Design
- Brand Guidelines
- Packaging Design
- Ad Creatives
(Facebook/Instagram)

MOTION & PRODUCTION

- Storyboards
- Motion Graphics
- Video Editing
- 3D Asset Retouching
- Concept Illustration

LANGUAGES

- French: Fluent
- English: Fluent

SELECTED BRAND EXPERIENCE

- Xbox · Garena Free Fire
- Adidas · Pantene ·
- L'Occitane en Provence

education

Google UX Design, Coursera
2025 – 2026 · Montréal, QC
UX foundations, prototyping, usability testing

Video Post-Production, Trebas Institute
2022 – 2023 · Montréal, QC
Motion design, video editing, color correction

Graphic Design, Panamerican School of Arts
2006 – 2009 · São Paulo, Brazil
Branding, typography, visual communication