

BRUNNO MACHADO

DIGITAL DESIGNER

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I'm a Senior Art Director and Motion Designer with over a decade of global industry experience. I am passionate about understanding user behaviors and leveraging this insight to craft compelling visual solutions. My expertise spans across various domains, enabling me to create engaging motion graphics and dynamic visual content that resonates with audiences. By blending creativity with strategic thinking, I strive to deliver innovative and impactful visual experiences.

EDUCATION

BA in Graphic Design

Anhembi Morumbi University
São Paulo - Brazil

Certificate in Business

Selc College
Vancouver, BC - Canada

Certificate in Customer Service

Greystone College
Vancouver, BC - Canada

Certificate in Business English

ILAC
Vancouver, BC - Canada

HIGHLIGHTS

- Art Direction
- Visual Storytelling
- Creative Direction
- Brand Identity Development
- Team Leadership
- Cross-Functional Collaboration
- User Research
- Design Strategy
- Motion Design
- Concept Development

EXPERIENCE

Sr. ART DIRECTOR - Factor SF at Google

2025 - Present

Design Partner for Google. Working on CRM initiatives with a focus on delivering high-impact email campaigns. Adept at driving new product launches, crafting onboarding experiences, and building scalable lifecycle communications.

- Designed and launched 15+ global email campaigns for Google product releases.
- Develop end-to-end communications for new product launches, welcome series, and feature updates.
- Build and optimize campaign templates aligned with client brand guidelines and design systems.
- Oversee digital assets and production from creative concept through final campaign delivery.

ART DIRECTOR - Critical Mass at Apple

2022 - 2025

Vendor inside of Apple. Working as a team Lead with a focus on delivering top-notch design solutions. Adept at managing design systems, leading my team, and creating prototypes for web design projects.

- Lead design teams to ensure cohesive and high-quality output.
- Develop and manage comprehensive design for Apple website.
- Built interactive web prototypes for Apple site features, reducing sign-off cycles with cross-functional stakeholders.
- Oversee web design projects from initial concept to final delivery, ensuring alignment with client objectives.

SENIOR DESIGNER - Antisocial / Thinkingbox

2021 - 2022

Creating compelling social media content and crafting effective strategies for local brands. Skilled in developing visually engaging assets, including graphics and videos, to enhance brand presence and audience engagement across digital platforms.

- Design and produce dynamic social media content that resonates with target audiences.
- Develop strategic social media campaigns to promote brand awareness and drive customer engagement.
- Collaborate closely with marketing teams to align design initiatives with brand objectives and campaign goals.
- Create engaging motion design elements for social media platforms to elevate brand storytelling and visual appeal.



HOBBIES

- Play with my kids
- Motorcycle
- Jiu Jitsu
- Skateboard
- Snowboard
- Traveling

ART DIRECTOR - Strike Mvmnt

2017 - 2021

- Developed multiple innovative ideas and solutions tailored to each project and new product release, ensuring creative alignment with strategic goals.
- Contributed to the development of brand strategy and market positioning initiatives.
- Led the comprehensive redesign of the website, focusing on enhancing user experience and implementing a new strategic approach to online purchasing, resulting in improved customer engagement and conversion rates.
- Directed and supervised photoshoots for a new line of clothing and footwear.
- Designed and produced assets for social media platforms, including static graphics, promotional materials, and engaging videos to enhance brand visibility and engagement.

JR ART DIRECTOR - SO Creative

2014 - 2017

- Regularly attended client meetings to understand project needs and present creative strategies.
- Collaborated on user experience strategy and concept development.
- Researched and developed methods to optimize user engagement.
- Created and prototyped multi-platform layouts (web and print) in line with UX strategy.
- Produced product catalogs, marketing materials (brochures, flyers), direct mail pieces, and email campaigns.

Previous Graphic Design Roles

2010 - 2013

- Developed and executed creative concepts for cutting-edge marketing and web solutions.
- Created digital layouts and managed marketing materials for various brands.
- Designed digital visual identities for campaigns and digital placements.
- Regularly liaised with the marketing team to ensure the best creative solutions were realized, implemented, and delivered.

