Pedro Sá

Creative Coordinator | Designer and Architect
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SUMMARY

Architect and designer with 10 years of career and more than 100 projects in branding, visual communication, environmental design and retail architecture. Leads 360º creative at DUX Company's in-house agency, responsible for the consistency of DUX Human Health, Eat Clean and DUX Company. Combines design and architecture to carry the brand consistently across all touchpoints.

EXPERIENCE

DUX Company — Creative Coordinator

São Paulo, Brazil · Jan 2026 – present

- Lead 360º creative at the in-house agency, responsible for brand consistency across DUX Human Health, Eat Clean and DUX Company.
- Led the 2026 Eat Clean rebranding, from the campaign to the brand transition across all touchpoints.
- Conceptual and creative direction of campaigns: audiovisual, key visuals, visual identity systems and rollout for online and offline channels, e-commerce and point of sale.
- Manage a multidisciplinary team of designers and copywriters, with a structured flow from brief to delivery and prioritization across brand fronts.

DUX Company — Creative Supervisor

São Paulo, Brazil · Aug 2025 – Dec 2025

- Integrated the copywriting team, bringing 360º creative under a single conceptual, visual and narrative direction.
- Automation and AI in creative rollout, multiplying the team's production capacity by more than 5 times.
- Team responsible for more than 60 campaigns in 2025 (portfolio, brand and launches).

DUX Company — Design Supervisor

São Paulo, Brazil · Jan 2025 – Aug 2025

- Creative leadership and management of the in-house agency's design team.
- Conceptual direction and supervision of deliverables, focused on creative excellence, efficiency and consistency across the three brands.
- Campaigns, key visuals and visual identity systems.

DUX Company — Senior Designer

São Paulo, Brazil · Sep 2023 – Dec 2024

- 2024 rebranding of DUX Human Health (formerly DUX Nutrition), from concept to application across all touchpoints.
- Visual concepts (key visuals) and graphic rollouts for online and offline channels.
- Worked with marketing and content, focused on brand consistency.

Zol Design — Architect and Senior Designer

São Paulo, Brazil · Jun 2022 – Sep 2023

- Concept and detailing of environmental design, signage, corporate branding, websites, apps, exhibitions and events.
- Client and supplier relations, oversight of installations and fabrication of pieces.
- Worked on 14 projects, including Graded School Plaza, visual communication for Renner's warehouses, and exhibition design and communication for Amazônia Conexões, by Artesol.

Chão Ateliê — Founding Partner, Architect and Designer
Recife, Brazil · Sep 2016 – Jun 2022

- Agency between architecture and design: team coordination, project concept and management, brand creation and client service.
- Oversight of construction and fabrication, from drawing to delivery.
- 87 projects and services: 60 in design and 27 in residential and corporate architecture.

Vendaval Catalisadora — Graphic Designer
Recife, Brazil · Jan 2018 – Jul 2021

- Creative solutions for fundraising and institutional strengthening of organizations working against social inequality in Northeast Brazil.
- 18 fundraising campaigns and 5 institutional strengthening projects.

O Norte Oficina de Criação — Intern
Recife, Brazil · 2016 – 2018

- Residential architecture projects, detailing, construction oversight and design-build workshops.

Arco Consultoria — Co-founder and Institutional President
Recife, Brazil · Jun 2014 – Jun 2016

- Founded the first junior enterprise in architecture, engineering and design in the state of Pernambuco, offering consulting in design and visual communication.

SKILLS

Brand guidelines and brandbook · Brand consistency · Visual identity · 360º campaign · Art direction · Environmental design and signage · Retail architecture · Exhibition design · Construction oversight · Creative leadership · Automation and AI in the creative workflow

EDUCATION

Architecture and Urban Planning — Federal University of Pernambuco (UFPE), 2014-2019

TOOLS

Adobe Creative Cloud · Figma · Blender · Revit · AI tools for creation and management

LANGUAGES

Portuguese: native
English: advanced reading, writing and comprehension; intermediate conversation