

André Ferreira Batista

Visual Designer

Portfolio: andrebatista.me · contact@andrebatista.me · linkedin.com/in/andrefbatista

Leipzig, Germany · +49 1772013307

PROFILE

Visual designer with 15+ years of experience building brand systems, leading multi-channel campaigns, and producing motion design across global markets. Proven track record of scaling design operations, from architecting Figma component libraries to directing external agencies on flagship event productions. Equally fluent in strategic brand thinking and hands-on craft: typography, layout, motion, and product UI. Currently seeking a senior role where design drives both brand storytelling and business outcomes.

EXPERIENCE

Visual Designer / DeepL May 2024 – May 2026

- Owned and scaled a company-wide Figma design system across the EU, US, and APAC markets — componentizing assets and enforcing visual consistency globally, **reducing turnaround time from days to hours**.
- Architected brand systems for social media, community, and events, delivering guidelines and templates that enabled distributed teams across time zones to produce on-brand work autonomously, growing the DeepL community to **1,500+ members**.
- Led a visual revamp of **100+ landing pages**, standardizing imagery and brand consistency across markets, resulting in measurable traffic growth.
- Directed external creative agencies on flagship event productions, authoring storyboards and leading feedback sessions to shape the opener videos for **DeepL Dialogues 2024 and 2025**.
- Produced motion graphics across social media, product (homepage), and live events, translating brand narratives into compelling visual storytelling for both digital and in-person audiences.
- Led end-to-end visual production for multi-channel campaigns spanning social media, OOH, booth design, and landing pages, from concept through delivery.
- Integrated AI tools into creative workflows for research, brand documentation, and concept generation, improving briefing quality for external agencies and shortening feedback cycles.

Production Designer / Google (via Nash Direct) Sep 2022 – May 2023

- Created vector illustrations for Google's global product ecosystem, delivered across online and print touchpoints, scaling visual assets to reach **millions of users** daily.
- Owned and maintained a component and illustration library in Figma, enabling UX teams to execute seamless workflows during high-stakes product updates at global scale.
- Partnered with cross-functional teams across departments to deliver animations, illustrations, and icons that supported product communication and internal initiatives.

UI Designer / YuLife Jan 2022 – Sep 2022

- Redesigned the product onboarding experience producing illustrations and animations.
- Developed a motion design guideline for external partners and agencies, standardizing animation delivery, reducing turnaround time, and ensuring brand consistency across touchpoints.
- Built and maintained a design system encompassing components, icons, and illustrations, and authored a pre-composed After Effects animation library adopted across teams.

Product Designer / Cluno / Cazoo (*Cazoo acquired Cluno, Feb 2021*) May 2019 – May 2021

- Translated user research and requirements into UI designs for web and app, delivering a more intuitive product experience for approximately **5,000 clients**.
- Designed and maintained a component library across desktop and mobile, ensuring scalable, consistent UI across platforms.
- Produced icons, illustrations, and animations to support brand expression across media, contributing to a successful app launch.

Game Artist / Cupcake Entertainment Jan 2018 – Nov 2018

- Illustrated 2D game assets in Adobe Illustrator, combining hand-drawn concepts with pixel-perfect vector execution for production-ready output.
- Rigged and animated 2D characters, game assets, and UI elements, delivering polished motion across gameplay and interface.
- Contributed to marketing strategy by producing gameplay videos and social media content, extending the brand beyond the product itself.

Game Artist / Diverso Games Feb 2012 – Nov 2016

- Designed and implemented polished UI assets for mobile and desktop games, concepting and refining in Illustrator and Photoshop, then building directly in Unity.
- Created UI animations in Unity, bridging the gap between design and development to deliver seamless in-game experiences.
- Rigged and animated 2D characters using Spine, producing fluid, production-ready character motion.
- Collaborated closely with project managers and developers in an agile environment to ship cohesive gaming experiences across platforms.

Web Designer / Evermedia Jul 2010 – Feb 2012

- Designed newsletters, websites, landing pages, and Flash animations for digital campaigns, while producing character illustrations for brand merchandising.

Design Intern / Editora Abril Aug 2008 – May 2010

- Designed newsletters, landing pages, and banners across editorial and campaign workflows, with hands-on front-end maintenance using HTML and PHP.

SKILLS & TOOLS

Design & Motion: Figma, After Effects, Illustrator, Photoshop, InDesign, Premiere Pro, Spline3D, Figma Weave, Lottie Files, Framer

General: Claude, Jira, Asana, Notion, Slack

Specialisms: Brand systems, Motion design, Campaign design, Design systems, UI/UX, Storyboarding, Typography, Illustration, Comics, Marketing Design, Wireframing

Languages: Portuguese (native), English (fluent), German (conversational)

EDUCATION

Bachelor of Design / Centro Universitario FMU | FIAM-FAAM 2005 – 2009

COURSES & CERTIFICATIONS

Explainer Camp / School of Motion Jul 2024

Motion graphics and visual storytelling for explainer content.

Storytelling for Influence / IDEO U Nov 2024

Strategic storytelling frameworks for creative and business contexts.

Design System Bootcamp / Memorisely Oct 2022

UI and design system architecture, components, and documentation.

Advanced 2D Animation (Advanced Motion Methods) / School of Motion May 2022

Advanced After Effects animation techniques and motion principles.

Motion Design School / Online 2020

Foundations of modern motion design, 2D art, and character animation.

Digital Painting Workshop / Innovation Creative Space 2012

Foundations of digital painting and illustration.