

André Ferreira Batista

Visual & Brand Designer

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PROFILE

Senior brand and visual designer with 15+ years of experience developing scalable visual systems, brand experiences, campaigns and digital products across global markets. Experience at DeepL and Google spanning brand systems, Figma design systems, visual identity, marketing design, motion and multi channel creative production. Combines strategic thinking with hands-on craft across typography, layout, illustration and UI, with experience directing external creative partners and integrating AI assisted workflows.

CORE EXPERTISE

Brand Identity, Visual Systems, Brand Guidelines, Creative Direction, Art Direction, Campaign Design, Marketing Design, Design Systems, Digital Experiences, Product UI, Motion Design, Visual Storytelling, Typography, Layout, Illustration, Storyboarding, Creative Production, AI Assisted Workflows

EXPERIENCE

Visual Designer, Brand & Visual Systems

DeepL | May 2024 to May 2026

Global Visual Systems Owned and scaled a company-wide Figma design system across EU, US and APAC, componentizing assets and enforcing visual consistency globally while reducing turnaround time from days to hours.

Brand & Campaign Design Architected scalable brand systems, guidelines and templates for social media, community and events, and led end to end visual production for campaigns spanning social, OOH, booth design, events and landing pages.

Digital Experience Led the visual revamp of 100+ landing pages, standardizing imagery and brand consistency across markets and contributing to measurable traffic growth.

Creative Direction Directed external creative agencies on flagship event productions, developing storyboards and leading feedback sessions for the DeepL Dialogues 2024 and 2025 opener videos.

Motion & Creative Operations Produced motion graphics across social, product and live events, and integrated AI tools into research, brand documentation and concept generation, improving briefing quality and shortening feedback cycles.

Production Designer, Global Visual Systems & Illustration

Google via Nash Direct | September 2022 to May 2023

Global Visual Production Created vector illustrations for Google's global product ecosystem across online and print touchpoints, delivering scalable visual assets for a global audience.

Design Systems Owned and maintained a Figma component and illustration library, enabling UX teams to execute consistent workflows during high stakes product updates.

Cross Functional Creative Partnered with teams across departments to deliver animations, illustrations and icons supporting product communication and internal initiatives.

UI Designer, Product Visual Design & Motion

YuLife | January 2022 to September 2022

Product Experience Redesigned the product onboarding experience through UI design, illustration and animation.

Motion Systems Developed motion design guidelines for external partners and agencies, standardizing animation delivery and ensuring brand consistency across touchpoints.

Design Systems Built and maintained a design system covering components, icons and illustrations, plus a pre-composed After Effects animation library adopted across teams.

Product Designer, Digital Products & Visual Systems

Cluno / Cazoo | May 2019 to May 2021

Product Experience Translated user research and product requirements into UI designs for web and mobile, delivering a more intuitive experience for approximately 5,000 clients.

Design Systems Designed and maintained a component library across desktop and mobile, ensuring scalable and consistent UI.

Brand & Visual Design Produced icons, illustrations and animations supporting brand expression across product and marketing touchpoints.

EARLIER EXPERIENCE

Game Artist, 2D Art, UI & Animation

Cupcake Entertainment, 2018

Created 2D illustrations, UI assets and character animation, plus gameplay videos and social content for marketing.

Game Artist, UI & Motion Design

Diverso Games, 2012 to 2016

Designed game UI and motion for mobile and desktop titles using Illustrator, Photoshop, Unity and Spine, working with developers in agile production.

Web Designer, Digital Campaigns

Evermedia, 2010 to 2012

Designed newsletters, websites, landing pages and animations for digital campaigns, plus character illustration for brand merchandising.

Design Intern, Editorial & Digital Design

Editora Abril, 2008 to 2010

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

TOOLS

Figma, After Effects, Illustrator, Photoshop, InDesign, Premiere Pro, Spline3D, Figma Weave, Lottie Files, Framer.

EDUCATION

Bachelor of Design

Centro Universitario FMU | FIAM-FAAM 2005 – 2009

LANGUAGES

Portuguese, native. English, fluent. German, conversational.

COURSES & CERTIFICATIONS

Storytelling for Influence, IDEO U, Nov 2024

Explainer Camp, School of Motion, Jul 2024

Design System Bootcamp, Memorisely, Oct 2022

Advanced 2D Animation, School of Motion, May 2022

Digital Painting Workshop, Innovation Creative Space, 2012