

SUMMARY

Interactive marketing solutions for Fortune 500 companies.

Print and Interactive

- Creative direction, art direction and graphic design
- Brand and identity design
- Marketing and promotional campaigns

Website & Interface Design

- Visual and interaction design
- Information architecture and user experience
- Front-end advocacy of database integration (content management systems, e-commerce, etc)

Comprehensive

- Project management
- Design management
- Strategic design

EDUCATION**Pratt Institute**

New York, NY - 1989 to 1991

- MFA in Computer Graphics.
Curriculum included concentration on 2-D paint systems, design-oriented software, 3-D modeling and animation systems and interactive programming.

Federal University of Rio de Janeiro

School of Architecture and Urban Planning
Rio de Janeiro, Brazil

- Five years bachelor's degree in Architecture and Urban Planning

LANGUAGES

English - Fluent
French - Advanced
Portuguese - Native

INTERNATIONAL EXPERIENCE

Have lived and worked in Brazil, France and the United Kingdom

PROFESSIONAL EXPERIENCE**Modem Media - Norwalk, CT**

Creative Lead, Nov 2005 to present

Clients: Revlon, Wyeth, Merrill Lynch, Eve Online, Subway, Kraft, Monster.

- Strategic insight for clients' initiatives
- Creative strategies and approach from concept to completion ranging from Web presence, brand positioning, e-commerce, promotions, site re-architecture, banner and e-mail campaigns, intranets, extranets to 1:1 interactive marketing programs, constant relationship with clients. On-going collaboration with account management team on matters of brand management and marketing objectives. Active relation with production, technology and media teams. Management of creative teams (art directors, copywriters, graphic designers and information architects), providing direction, motivation and mentoring.

Freelancer Interaction Designer, Aug 2002 to Nov 2005

Clients: Byte Interactive (US), Modem Media (US), Coty (France), Ogilvy & Mather (UK)

Modem Media - Norwalk, CT

Associate Creative Director, Aug 2000 to April 2001

Senior Art Director, Sep 95 to Aug 2000

Clients: Diners Club, Citibank, Starwood Hotels, John Hancock, Unilever, AT&T, Intel, Compaq, Excite, Readers' Digest.

ACME Design - São Paulo, Brazil

Creative/ Art Director, Oct 1992 to July 1995

Clients: Editora Abril, Banco Economico, Shell, CrediCard, Xerox, Agencia Click

RCTV - AT&T/ Ogilvy & Mather Direct - New York, NY

Art Director, Nov 1991 to Aug 1992

APC Arquitetura- Rio de Janeiro, Brazil

Architect, Feb 1985 to Dec 1989

AWARDS

Addy Awards - Best of Show, 1998

- Intel on Steroids: Delta Airlines
Category: Interactive Advertising Campaign

New York Festival - Bronze Medal, 1997

- CallATT: Blades and Shades Giveaway
Category: Interactive Advertising-Consumer Site

SIGGRAPH' 1993 - Anaheim, California

- "The Mohawk" (Thesis Project) - Interactive installation exhibited in the "Tomorrow's Realities" show.