

vini marques

Art Director
Sr. Designer

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vinimarques.com

experience

Digital Media Management, Los Angeles

Sr. Designer / June 2020 – present

Design pitches, presentations, branding, merchandise, social media assets, and print projects for all agency needs.

Emerge Creative, Los Angeles

Freelance Business / September 2016 – present

Direct brand identity, presentations, and print projects for businesses and organizations small and large.

The Equinox Group, Los Angeles

Art Director / May 2013 – August 2016

- Brainstorm, develop, execute, and present new business pitches, multiplatform campaigns, and content
- Work with copywriter and CD to create and refine concepts based on creative brief
- Facilitate brainstorming
- Create and/or apply pre-existing brand identity systems
- Review and approve design for all creative deliverables
- Ensure work is produced in a timely manner and on budget
- Develop materials that communicate the agency's high standards
- Provide daily operating direction to creative team
- Manage the creative team staffing and overall creative budget, leading team growth
- Enrich client relationships
- Work with VPs and Account teams to structure teams and processes

Moonlight Design, Los Angeles

Graphic Designer / March 2008 – May 2013

- Ideate, develop, and execute multiplatform brand identities and campaigns
- Develop design systems for events and a full range of print projects
- Work with web design team to concept, design, and maintain web pages
- Interface directly with clients to ensure project completion
- Represent the studio in new business pitch meetings and project presentations

Portal Publicidade, São Paulo

Art Director / July 2003 – November 2006

- Create and execute integrated advertising campaigns
- Design packaging, retail materials, corporate identity systems, and signage
- Manage print advertising and graphic design projects
- Represent the agency in pitches, presentations, and production meetings

education

Escola Superior de Administração, Marketing e Comunicação (ESAMC), São Paulo

Bachelor's Degree in Advertising & Marketing • 2003

skills

Branding & Identity • Decks & Presentations • Digital & Social Medias •
Art Direction • Brainstorm Development • Creative Mentorship •
Client Management • Team Management & Leadership • Public Speaking &
Presentation • Creative Resourcing • Adobe Photoshop, Illustrator,
InDesign, Microsoft Suite, Google Drive • Fluent in Portuguese