

# Hi,

Maybe you will think my C.V looks a little bit unconventional, with casual writings, testimonials, and memories.

But, rather than just using bullet points, I want to tell to you my story.

Nice to meet you,

My name is Roberto, a Brazilian Designer living and working in the USA since 2015.

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## EDUCATION

- 2015 / 2017** **THE UNIVERSITY OF KANSAS (KU)**  
MA program in Design Management
- 1997 / 2001** **PONTIFÍCIA UNIVERSIDADE CATÓLICA (PUC - RIO)**  
Graduation in Graphic Design

## CONTINUING / NON DEGREE SEEKING COURSES

- FALL 2016** **LETTERPRESS AT KU - INSTRUCTOR: LINDA TALLEUR** - USA
- 2015-2008** **ENGLISH - INDIVIDUAL CLASSES** - BRAZIL
- 2014-2013** **FRENCH - INDIVIDUAL CLASSES** - BRAZIL
- 2014** **CAREER COACHING - INDIVIDUAL TRAINNING** - BRAZIL
- 2013** **BRANDING FROM CONCEPT TO PRACTICE - 20-HOURS** - POP - BRAZIL
- 2012** **PLANNING & STRATEGY FOR CREATIVE BUSINESS - 30-HOURS** - PUC-RIO -BRAZIL
- 2010** **BRANDING BEYOND DESIGN - 20-HOURS**- POP - BRAZIL
- 2007-2005** **POST GRADUATION IN DESIGN** - PUC-RIO - BRAZIL

**ACADEMIC EMPLOYMENT RECORD**

**2019 / PRESENT** **ASSITANT PROFESSOR** - Visual Communication - Department of Art and Art History  
**Colorado State University (CSU)**

**2015 / 2019** **ADJUNCT INSTRUCTOR** - Visual Communication  
**The University of Kansas (KU)**

Working at KU has been an amazing experience. It's not always that you can study and then teach in a place that is part of the history of USA's design.

KU was the first US's design school and the second in the whole world. So many incredible designers and projects started here and the School maintains a program of excellence. As a result, the KU Department of Design recently won "Best School" at the National Student Show and Conference five years in a row.

**2013 / 2015** **COORDINATOR AND INSTRUCTOR** - Branding Continuing Course  
**Instituto Europeo di Design - Rio de Janeiro (IED-Rio)**

IED is an International Design School with campuses in Milan, Rome, Turin, Madrid, Barcelona, São Paulo, Venice, Florence, Cagliari, and Rio de Janeiro. The biggest IED differential is the faculty comprises experts and professionals. Each course is run in direct contact with and supported by companies operating in the fields in question.

I've coordinated and taught the Branding Continuing Study Program at IED-Rio, a sixty-hour course the allowed the students to learn Branding trough real practice for a real client.

The program was so successful and well evaluated by the students, that generated the actual Master Program in Branding at the same Institution.

**2011 / 2014** **INSTRUCTOR** - Workshops & Courses  
**Polo Criativo**

Polo Criativo is a place for small courses and workshops for the creative industry. The courses are eight hours and can be taught in just one day, like a sprint or in two-hour classes during the week.

At Polo I taught 3 courses: Branding, Naming and Design Management. Each course had two editions per semester, but the Design Management was so successful that the school had to open extra classes frequently.

This experience gave me great skills to summarize the content, improvise solutions with the students and also the opportunity to test different paths of teaching.

**1998 - 1999** **TA** - Visual Communicaton  
**Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)**

As a TA at PUC I assisted in 3 courses: Photography, Drawing and Engraving.  
Was an inspirational time with great professors and students

**PROFESSIONAL EMPLOYMENT RECORD**

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**2017 / 2019 KU SCHOOL OF ARCHITECTURE AND DESIGN** - Graphic Designer

Yes, I do graphic design for The School of Architecture and Design. My tasks include all the online, and offline material for the School, management of interns, manufacturers, and deadlines.

To design for a design School it's like singing at the Grammys but is also a great experience to be connected with the School in all levels, from staff to the Dean. This gives me knowledge about the School as a whole and pushes me to do a better design work as a designer, and instructor.

**2016 / PRESENT THEEL** - Founder, Graphic Designer & Brand Strategist

Think and Feel or simply Theel is a talent hub of creative people doing design in a collaborative experience.

Translating, it's a group of freelancers in different parts of the world and with different skills that share projects, articles, ideas, feedback, critiques, etc.

Sometimes I work as a graphic designer, sometimes as a consultant for other graphic designers and this way of working is more creative, profitable and fun.

**2011 / 2016 BINKY DESIGN** - Co-Founder, Creative Director & Brand Strategist

Binky Design was made from scratch. We were 3 partners, each one with his computer, a two year of planning and ideas, and no money.

Step by step we create a design company that directly employed ten people and indirectly employed twenty more. After two years of tears and sweat, hard work, and a lot of learning not only about design but also about managing, business, and of course millennials, we close the year balance with approximately R\$ 1.3 million income (around \$ 500.000).

The company was running well, growing, and my duties changed. I become more bureaucratic and less designer. At the same time appear the opportunity to come back to the school, a new challenge, in a new country. I went back to school in 2015, I stayed as Creative Director for Binky, but now through Skype and emails until 2016, when I decided to dedicate myself entirely to my Academic Career.

**2006 / 2010 COPACABANA BRASIL** - Creative Director & Graphic Designer

I had a great story at Copacabana Design. I started there as a graphic designer and through the years I worked as the Creative Leader for Ticket Services account, then Creative Leader for Atento and finally as Creative Director of the whole Agency.

Copacabana gave me the first experience as a manager I'm extremely grateful for that. Was at Copa—as we used to call the agency—that I started to plan and think about the possibility to found my own design firm.

Was a four-year journey with a lot of challenges and learning that made me a better professional and leader.

**2004 / 2006 HIATO F.C** - Graphic Designer

Hiato was a mix of advertising agency and design studio. There I did all kind of design work, but the most important take away that I've got from that experience was the opportunity to explore my craziest and artistic side doing Design. These because my background until that moment was very corporate and Hiato biggest client was a concert producer. So, I had the opportunity to do work to U2 Brazilian Tour, big music festivals, movie festivals, theater plays, musical, etc.

**2002 / 2004 FSB COMUNICAÇÕES** - Graphic Designer

FSB is one of the biggest communication group in Latin America. Started as a PR agency, nowadays FSB is a full-service communication firm with offices in the main capitals of Brazil and partnerships all over the world. At the FSB I learned-with just 23 years old- how to defend my ideas and concepts in front a V.P of a multi-national company, and I started to notice how important is an integrated communication for a brand.

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**BUILDING MY SKILLS**

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My first job as a designer was an internship in a label of New Age music. Was my second semester at the Design School, I didn't know so much, actually, I didn't know anything about graphics. The CDs with relaxing music used to be playing during the work hours and affected me in the opposite way this kind of music should do. But, I was so happy because I was doing design and being paid for it, that all of this didn't matter.

**I remember to talking to myself, calm down, this is just the start.**

After this experience, I worked in several other places, like Empresa Jr PUC-Rio (a company made by students and advised by professors), Esphera Studio Digital (design studio), OPM (advertising agency), Patsy Design (design studio), Central de Mídia (Media Bureau) and the others experiences that I've related above. All of them were extremely important to build my skills and show me different aspects of the design work.

**TEACHING HISTORY - USA RECORDS**

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**ADJUNCT INSTRUCTOR**

The University of Kansas (KU)

- FALL 2018** BDS 101 / 19790 - DESIGN THINKING AND MAKING - 19 students
- SPRING 2018** VISC 200 / 68781 - FOUNDATIONS IN TYPOGRAPHY - 25 students
- FALL 2017** BDS 101 / 20042 - DESIGN THINKING AND MAKING - 20 students
- VISC 201 / 21267 - VISUAL COMMUNICATON DESIGN - 11 students
- ADS 560 / 27006 - TOPICS IN DESIGN - BRANDING - 13 students
- INDD 378 / 27007 - PROBLEMS IN INDUSTRIAL DESIGN - 1 student

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**GRADUATE TEACHER ASSISTANT (GTA)**

The University of Kansas (KU)

- SPRING 2017** VISC 304 - DESIGN FOR UNDERSTANDING - 21 students
- VISC 304 - DESIGN FOR UNDERSTANDING - 21 students
- VISC 302 / 69606 - TYPOGRAPHIC SYSTEMS - 21 students
- VISC 302 / 69607 - TYPOGRAPHIC SYSTEMS - 21 students
- FALL 2016** VISC 204 - PRINCIPLES OF VISUAL COMMUNICATION - 20 students
- VISC 204 - PRINCIPLES OF VISUAL COMMUNICATION - 18 students
- SPRING 2016** VISC 304 - DESIGN FOR UNDERSTANDING - 20 students
- VISC 304 - DESIGN FOR UNDERSTANDING - 20 students
- VISC 302 / 70671 - TYPOGRAPHIC SYSTEMS - 21 students
- VISC 302 / 70672 - TYPOGRAPHIC SYSTEMS - 18 students
- FALL 2015** VISC 202 / 15051 - ELEMENTS OF TYPOGRAPHY - 21 students

## TEACHING HISTORY - BRAZIL RECORDS

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**COORDINATOR AND INSTRUCTOR** - Branding Continuing Course  
Istituto Europeo di Design - Rio de Janeiro (IED-Rio)

### 2015.1 **BRANDING CHALLENGE: FUNKY**

So the students were challenged to re-think the brand Funky. A street-wear t-shirts brand, with incredible design, made with high-quality materials, with a 4-year story, but without commercial success.

### **BRANDING CHALLENGE: FLYING PIG BURGERS**

**2014.2** In 2015 we had an explosion of gourmet hamburgers' new restaurants and food trucks in Rio. So, the students' challenge was to create a new way to sell hamburgers in this crowded marketplace.

### **BRANDING CHALLENGE: HOW TO TROPICALIZE THE IED**

**2014.1** 2014 was the second year of IED in Rio, and they were facing problems to understand the "Carioca way of life".

So the students were challenged to create a solution that respects IED brand attributes, but at the same time, connect the Italian Institute with the city of Rio de Janeiro.

## BRANDING IT'S ABOUT PURPOSE

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When I planned the IED's course I put all my heart and soul to create the Branding Course that I would love to do, but I couldn't find been offered in Brazil.

I did a huge benchmark and at that time I didn't find any design school in Brazil had a program that mix Branding theory with Branding real client practice.

All the challenges brought to the IED Branding Course involved a real client, with goals, budget, partners and real problems to solve.

The clients were available to the students interview them and also to be part of the review committee to validate the students' ideas.

In all courses, eight guest speakers were invited to talk about different branding areas, giving to the students a broad vision of the opportunities in the branding marketplace.

**AWARDS, BOOKS AND RECOGNITION****2015 11ª BIENAL BRASILEIRA DE DESIGN GRÁFICO** - "11ª Brazilian Graphic Design Biennial Exhibition"

Project: Environmental design for the CAPs AD "Centers of Recovery for Addiction"

1,184 projects from all over Brazil were registered and analyzed as to the quality, originality, and degree of the goal achieved in its accomplishment. Of these, only 298 were selected to compose the biennial, in October 2015, at the Porto Maravilha (RJ) Creative Pole, and in the printed publication (page 80)

**2013 LOGOS CARIOCAS DA GEMA (BOOK)**

Author: Beto Lima

Publisher: 2AB

I have three projects selected to this book that is a compilation of logos that in some way represent the city of Rio de Janeiro.

Projects selected:	Year:	Client:
Academia Carioca	2010	Health Department of Rio de Janeiro
Cegonha Carioca	2011	Health Department of Rio de Janeiro
Fundação Progresso	2011	Fundação Progresso

**2011 RIO DE JANEIRO CITY HALL WORK RECOGNITION**

Projects: Academia Carioca

**2008 / 2003 A TRIBUTE TO CELEBRITIES**

Author: Pedro Guitton

Publishers: Index Book (Spain - 2003) / Interlogos (Italy - 2003) / Page One (Singapore - 2008)

I have three projects selected to "A Tribute to Celebrities". A book that features the work of renowned and just-starting-out graphic designers all of whom were asked to submit work on their favourite icon, famous person, well known or obscure figure or idol. The results are a fantastic collection of visual commentary on what it means to be a celebrity in the modern world, and how public figures are viewed by other artists.



I had Roberto as a Sophomore in the KU design program and I could not have gotten through that year without him. He knew how to critique and encourage not just my design work but also help build confidence in myself. Till my final year he was a person in the department I could turn to for support and advice. He listened to my problems, helped and encouraged me in times I really needed. As a student, I felt very lucky to have him be a part of my time as a student"



**ZAIRA TORRES**

Viscom student - class of 2018

**STUDENTS AWARDS AND RECOGNITION**

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**2018 - 2019** COMMUNICATION ARTS INTERACTION ANNUAL, STUDENT SHOWCASE

Lauren Hakmiller

**2018 - 2019** COMMUNICATION ARTS INTERACTION ANNUAL, STUDENT SHOWCASE

Kayle Riebel

**2018** NATIONAL STUDENT SHOW

Student: Kelley McQuillen

Project: Project If Anti-Violence Campaign

**2018** NATIONAL STUDENT SHOW

Student: Samuel Ritchie

Project: Transparancy - Anti-Violence Campaign

**2017** AIGA KC REGIONAL COMPETITION

**A13**

Student: Lauren Hakmiller

Project: Metaphysical Psychic Shop — Branding

“ Roberto is an incredible professor. He guides his students while allowing room for their own experimentation and growth.

He consistently pushed us as designers through conceptual thinking and deep dives into user profiles.

Roberto was a huge asset to have in my formative years as a designer. ”

**LAUREN HAKMILLER**

Viscom student - class of 2019

**GUEST SPEAKING - TRAINING FACILITATOR**

- JULY\_2018** **BROWNIE DO LUIZ** - RIO DE JANEIRO - BRAZIL  
The differentiation of the design driven companies
- AUGUST\_2016** **RIO FAIR TRADE TOWN** - RIO DE JANEIRO - BRAZIL  
Presentation to the press of the project Rio Fair Trade at Rio Media Center during the 2016 Rio de Janeiro Olympic Games
- JULY\_2016** **ORIBÁ** - SÃO PAULO - BRAZIL  
Brand presentation and training  
+  
Design Thinking Workshop with the employees
- JULY\_2016** **PUC- RIO** - RIO DE JANEIRO - BRAZIL  
Lecture to design students about the experience of studying design in the USA
- NOVEMBER\_2015** **SEMANA RIO DESIGN** - RIO DE JANEIRO - BRAZIL  
Design Thinking Workshop
- JAN-MAR\_2015** **PASA BRANDING TALKS** - RIO DE JANEIRO - BRAZIL  
Brand presentation and training in the main Vale facilities:  
JAN - Rio de Janeiro  
FEB- Espírito Santo and Minas Gerais  
MAR -Maranhão and Pará
- MARCH\_2015** **IED PARLA** - RIO DE JANEIRO - BRAZIL  
Round table about the Future of Design
- NOVEMBER\_2014** **EDENRED - EMPLOYEE BENEFITS** - SÃO PAULO - BRAZIL  
The role of Design in the Corporate World + Design Thinking workshop
- AUGUST\_2014** **IED DE PORTAS ABERTAS** - RIO DE JANEIRO - BRAZIL  
Branding PechaKucha
- AUGUST\_2014** **UNIVERSIDADE FEDERAL FLUMINENSE** - RIO DE JANEIRO - BRAZIL  
Lecture to School of Business - Enterpreneership in the Creative Industry
- JULY\_2014** **FACULDADE BELAS ARTES** - SÃO PAULO - BRAZIL  
Specialist from the industry invited to the Graduation Committe
- MAY\_2014** **PUC- RIO** - RIO DE JANEIRO - BRAZIL  
Lecture to design students about the experience of running a design studio

**GUEST SPEAKING - TRAINING FACILITATOR**

- APRIL\_2014** **FACULDADE BELAS ARTES** - SÃO PAULO - BRAZIL  
Lecture to communication students about branding
- MARCH\_2014** **ABRH- ASSOCIAÇÃO BRASILEIRA DE RECURSOS HUMANOS** - SÃO PAULO - BRAZIL  
"Brazilian Human Resources Association"  
Design Thinking Workshop
- MARCH\_2014** **PASA** -RIO DE JANEIRO - BRAZIL  
Branding processo intro + Design Thinking Workshop
- JAN\_2014** **NBS ADVERTISING AGENCY** -RIO DE JANEIRO - BRAZIL  
Design Thinking Workshop
- OCTOBER\_2013** **INSTITUTO GÊNESIS - PUC RIO** -RIO DE JANEIRO - BRAZIL  
Design Thinking Workshop to StartUps
- APRIL\_2013** **TEDx - PUC RIO** -RIO DE JANEIRO - BRAZIL  
Communication consultant and sponsor
- NOVEMBER\_2013** **IED - RIO**-RIO DE JANEIRO - BRAZIL  
Guest speaker at Branding Course  
PS: After this lecture I received the invitation to coordinate and teach the next edition of the course.
- MAY\_2012** **CEGONHA CARIOCA PROGRAM** -RIO DE JANEIRO - BRAZIL  
Brand training to Rio de Janeiro Health Department communication team, nurses and physicians
- JULY\_2011** **21º NDESIGN – ENCONTRO NACIONAL DE ESTUDANTES DE DESIGN** - RIO DE JANEIRO - BRAZIL.  
"Design Students National Conference"  
Design thinking lecture
- OCTOBER\_2002** **2º ANIMARTE – STUDENTS MOTION DESIGN CONFERENCE** - RIO DE JANEIRO - BRAZIL  
Guest Speaker
- OCTOBER\_2001** **1º ANIMARTE – STUDENTS MOTION DESIGN CONFERENCE** - RIO DE JANEIRO - BRAZIL  
Part of the organizational team

**CONFERENCES AND WORKSHOPS (ATTENDED)**

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- 2018** **MADE IN THE MIDDLE** - MISSOURI - USA
- HALLMARK SYMPOSIUM - FALL 2018** - KANSAS - USA
- KU ALUMNI SYMPOSIUM - 12K WHO CONVERT** - KANSAS - USA
- VICTOR JOHN PENNER - THINK WRONG INSTAGRAM BLITZ** - KANSAS - USA
- GARRETT FINNEY - THINK WRONG CRICKET BLITZ** - KANSAS - USA
- HALLMARK SYMPOSIUM - SPRING 2018** - KANSAS - USA
- 2017** **HALLMARK SYMPOSIUM - FALL 2017** - KANSAS - USA
- KU ALUMNI SYMPOSIUM - 12K WHO TRANSFORM** - KANSAS - USA
- HALLMARK SYMPOSIUM - SPRING 2017** - KANSAS - USA
- 2016** **MADE IN THE MIDDLE** - MISSOURI - USA
- HALLMARK SYMPOSIUM - FALL 2016** - KANSAS - USA
- ALUMNI SYMPOSIUM - 12K WHO INNOVATE** - KANSAS - USA
- HALLMARK SYMPOSIUM - SPRING 2016** - KANSAS - USA
- KU DESIGN RESEARCH SYMPOSIUM** - KANSAS - USA
- JOHN BIELENBERG - THINK WRONG REBOOT BLITZ** - KANSAS - USA
- JOHN BIELENBERG - THINK WRONG MOVIE THEATER BLITZ** - KANSAS - USA
- 2015** **HALLMARK SYMPOSIUM - FALL 2015** - KANSAS - USA
- 2014** **CONARH** - *"Nacional Human Resources Congress"* - SÃO PAULO - BR
- 3ª SEMANA DESIGN RIO** - *"3rd Rio Design Week"* - RIO DE JANEIRO - BR
- 2013** **TEDx - MARÉ** - RIO DE JANEIRO - BR
- CONARH** - *"Nacional Human Resources Congress"* - SÃO PAULO - BR
- TEDx - PUC-RIO** - RIO DE JANEIRO - BR
- 2ª SEMANA DESIGN RIO** - *"2nd Rio Design Week"* - RIO DE JANEIRO - BR

**CONFERENCES AND WORKSHOPS (ATTENDED)**

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**2012** **TEDx - UFRJ** - RIO DE JANEIRO - BRAZIL**CONARH** - "*Nacional Human Resources Congress*"- SÃO PAULO - BRAZIL**TEDx - ESPM** - RIO DE JANEIRO - BRAZIL**SOCIAL MEDIA WEEK** - SÃO PAULO - BRAZIL**TEDx - JARDIM BOTÂNICO** - RIO DE JANEIRO - BRAZIL**WIDE OPEN BUSINESS** - RIO DE JANEIRO - BRAZIL

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**RESEARCH PROJECTS**

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**2015 / 2017** **INNOVATING IN THE INNOVATION MARKETPLACE: RETHINKING THE BUSINESS MODEL FOR CREATIVE BUSINESSES AND WORKERS** - KANSAS - USA

This research is focused on understanding the issues the Communication/Design marketplace is facing, and get a viable solution to create job opportunities for experienced designers (over 40 years old).

This work explores designing for business, using design tools to create a new, effective, inclusive, and profitable business model to offer greater opportunities to experienced creative workers.

**2012 / 2013** **RESIGNIFYING THE CARIOCA WAY**

A group of 13 very diverse people that met each other in a TEDx event decided to put together your background to create a citizenship movement in Rio de Janeiro.

In association with the Fundação Getúlio Vargas, we create a group of discussion of the cultural problem that affects the city tremendously, o "Jeitinho Carioca" or The Carioca Way".

**2005 / 2007** **THE CREATION IS BIGGER THAN THE CREATOR: A STUDY ABOUT ANIMATION CHARACTERS THAT BECOME STRONG BRANDS.**

This is a study blending anthropology, marketing, branding, and design to understand the aspects that influence the commercial success of some animation characters in a way that they become bigger than the companies that created them.

**INTERVIEWS / ARTICLES**

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- 2015 O GLOBO - IED OPEN ENROLLMENT FOR COURSES IN THE CREATIVE INDUSTRY AREA - 01/29/2015**  
I was interviewed by "O Globo", the newspaper of the biggest Media group in Brazil with more than 1 million readers daily to talk about the new season of IED-Rio's courses.
- 2014 ADMINISTRADORES.COM - 5 TIPS OF GOOD PLANNING TO OPEN YOUR OWN BUSINESS- 06/01/2014**  
I was interviewed by "administradores.com", a portal with almos 8 millions pageviews with focus in business administration to give planning tips for startUps.
- 2014 BRASIL ECONÔMICO - LOOKING FOR INNOVATIVE IDEAS- 02/19/2014**  
I was interviewed by "Brasil Econômico", a newspaper specialized in an economy to talk about the financial success of my design studio Binky.
- 2014 BINKY - BEER SWAG**  
When I was a partner at Binky we used to create a special swag to give to our clients during the holidays. In 2014 we did a craft beer, specially labeled. The initiative made so much success that gained attention in several media channels, from craft beer magazines to communication and advertising blogs like, "bebendobem.com.br", "goronah.blog.br", "ocloster.com.br", "bluebus", etc.
- 2014 COMPUTER ARTS BRAZIL - PASSION PROJECTS- 01/10/2014**  
I was interviewed by "Computer Arts Brazil", to talk about the how implement a "passion project" in the day-by-day of a design studio. The magazine highlighted the project "Tirinhas de Cenoura (carrot stripes)", a comic strip we create to talk about the life situations that happen during a day of work in a design studio.
- 2013 O GLOBO - WARM-UP- 11/18/2013**  
The newspaper "O Globo" highlight the identity that Binky did to the project "Repercussão" by the client Fundação Progresso.
- 2012 O GLOBO - FUNDIÇÃO PROGRESSO IS A PARTY- 09/16/2012**  
The newspaper "O Globo" interviewed Perfeito Fortuna, the head of Fundação Progresso about the new phase of the cultural center and concert house, highlighting the branding process that I developed.

## IMPACT PROJECTS

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### 2013 -2015 PASA - REBRANDING THE VALE HEALTH INSURANCE

Rebrand the health insurance from one of the biggest company of Brazil, with more than 76 thousand employees, with facilities in more than 30 countries is a big challenge.

My team and I travelled through Brazil, interviewing employees, directors and retired people that still use the company health insurance to assure that the new brand will represent all the users.

During the trips, we had a professional photographer shooting the image bank for the company and also the backstage of the branding project.

### 2012 -2015 RIO MARCHINHAS STAGE - CARNIVAL IN RIO

The Rio de Janeiro's Carnival is the biggest popular party in the world with two million people per day on the streets, and I had the privilege to work during four-years in a role doing the visual communication and the stage design to the Rio Marchinha, a four-day free festival in Downtown Rio.

At each edition. the event had around 10 different bands and brought happiness to approximately 20 thousand people per day, and was covered by the main media channels all over Brazil.

### 2012 CER LEBLON - ART AND DESIGN FOR HEALING

For this project, I work in collaboration with the architect team from the Rio de Janeiro to elaborate a solution that put into practice the researches that approach the effect of art, beauty and nature in the healing process.

As a solution, my team and I worked in puzzle images that was installed in the ceiling of the Intensive treatment center. We also project a huge panel in the entrance and a kids area.

The architect team elaborated the space with a lot of natural light and internal gardens.

The project was inaugurated by former Brazil's President Dilma Rousseff and the former Rio de Janeiro's Mayor Eduardo Paes and received a lot of attention from the media for the innovative way this public healthcare facility was built.

Among the media channels that covered the story, we can quote "O Globo - newspaper", "Rede Globo - TV Network", "Extra- newspaper", "O Dia- newspaper", "Rede Record - TV Network", "GloboNews - TV Cable Channel", "BandNews - TV Cable Channel", etc.

## IMPACT PROJECTS (CONT)

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### 2011 -2014 **PROGRAM CEGONHA CARIOCA - CARIOCA STORK PROGRAM**

The need for reduction of maternal mortality, as well as Pilgrimage of pregnant women in the city of Rio de Janeiro resulted in the deployment of Stork Carioca Program in 2011.

I have the honor to design the visual identity and the program mascot and further when the program got bigger the branding project was expanded and I was responsible to implement the environmental design of all public maternities at the city of Rio de Janeiro.

Working with the Rio's Health Department team, that includes nurses, physicians, architects, communicators, I created and coordinate with my team the brand standards to all communication material and environmental design to humanize the healthcare facilities.

The Carioca Stork program was so successful that was adopted as a model for similar programs all over Brazil and definitely, this is the project that makes me more proud in all my career as a designer until now. Since the project was establish the number of mortality of moms and babies was incredibly reduced, and it's not rare hear from the moms that finally they are treated with dignity during the pregnancy.

Among the media channels that covered the story, we can quote "O Globo - newspaper", "Rede Globo - TV Network", "Extra- newspaper", "O Dia- newspaper", "Rede Record - TV Network", "GNT- TV Cable Channel" "GloboNews - TV Cable Channel", "BandNews - TV Cable Channel", etc.

### 2006 -2016 **TICKET - MORE THAN A 10-YEAR CLIENT, FRIENDS.**

I created a lot of projects with Ticket/Edenred, was a 10-year partnership. One of the projects that we did together was "Semana Ticket Cultura - Ticket Cultural Week", a whole week event were the population of São Paulo had the opportunity to participate of many different cultural activities, from the circus to cinema for free.

For some people was the first time that they entered a movie theatre, or saw a live music concert, and I was part of this experience in some way.

## SPECIAL MEMORY

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Each project is special and I had the opportunity to do so many, that is impossible to report all in details. But, during the process to organize this C.V, so many good moments came to my memory.

I remembered my eyes shining when I had access to the Disney Brand Center for the first time, and how excited I was—a young design intern— when I saw my work in a 20 by 30 feet screen in front a 100 thousand people at Rock in Rio 3.

Going even further in my history as a designer. I remembered the years in the school, the friends that I made, and the professors that are part of the designer that I became.