



# FABIO DE SANTIS

SENIOR ART DIRECTOR - UX UI DESIGNER

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Date of Birth: 18<sup>th</sup> Jul, 1980  
Place of Birth: Sorocaba, Brazil  
Nationality: Brazilian/Portuguese  
Gender: Male  
Civil Status: Married

## PROFILE

**HIGHY CREATIVE AND ACCOMPLISHED PROFESSIONAL WITH MORE THAN 15 YEARS OF EXPERIENCE MANAGING DIGITAL/DESIGN PROJETCTS FROM INCEPTION THROUGH COMPLETION.**

Proven track record of excellence designing and executing creative design campaigns for top-level clients, such as Unilever, Walmart, Peugeot, Citroën, Hotels.com, Speedo, Ford, Phillips, Warner Bros, and Diageo. Adept at leading teams and devising compelling artistic strategy to achieve maximum client satisfaction, while ensuring projects meet all milestones, deadlines, and budget requirements Demonstrated outstanding team motivation and leadership skills, along with communication and coordination talents.

### Areas of Emphasis

- Creative Thinking & Leadership
- Project Governance & Control
- Advertising & Marketing
- User Interface/Experience Design
- Branding/Visual Identity
- Campaign Management
- Adobe Photoshop
- Team Building & Guidance

## EXPERIENCE

FEB 2010  
SET 2019

### > CIRCUS.AG – São Paulo, Brazil.

Creative Director | Lead Designer | UX/UI Designer

*Led high performing team of 25 people and developed 360° thinking, including branding, advertising, brand activation, POS, videos and incentive campaigns for clients, such as Unilever, Walmart, Hoteis.com, Peugeot, Citroën, and MaxHaus.*

Delivered creative concepts, copies, and art direction to creative team and carried out internal/external presentations of campaigns, projects, and sales pitches for clients and prospects. Officiated 30-minute weekly meetings with the creative and developing team to exchange references of actions, advertising campaigns, awards, innovation, and additional information from the market. Coordinated with creative team to stimulate campaigns, brainstorm, sales pitches and UX projects. Actively participated in the creative process from initial phase to the approval of campaigns and material. Organised bimonthly employee's feedback meeting, focusing on building professional relationships and aligning goals, expectations, rights, and responsibilities.

### Selected Achievements:

- Ensured the successful launch of Speedo Brasil's new site, while creating layouts (with Speedo being one of the first portals to implement UX/UI and mobile first concepts) that increased brand image and number of visitors by 65% within three months.

- Developed a system for Braskem Environment Research that turned employee's pictures into ASCII Art numbers, enhancing engagement and participation of employees by 87% around the world.
- Initiated Hotels.com campaigns as well as created and coordinated visual identity/CRM guidelines/merchandising of Hotels.com, increasing number of constant reservations by 23% in each month.

JAN 2010  
JAN 2006

### > **GRUPO TV1 | RAPP | GARAGE – São Paulo, Brazil**

Senior Art Director

*Assumed key accountability for managing clients' accounts, such as Microsoft Office, MSN, Semp Toshiba, Guaraná Antarctica, Pão de Açúcar, Phillips Walita, Volkswagen, Samsung, Toyota, MTV, Playcenter, and Polaramine.*

Spearheaded a team of graphic designers and supervised project workflow from initial phase through completion and delivery, while ensuring all projects delivered as per high quality and client's/brand's needs. Created advertising campaigns (on/offline), visual identities, and graphic interfaces for web and multimedia presentations. Participated in concepts, ideas and projects presentation meetings with clients.

#### **Selected Achievements:**

- Contributed towards creation of online campaigns for the portals Extra.com and Pão de Açúcar delivery, increasing growth of 65,3% in gross sales of electronic commerce, 2010.
- Launched CRM campaigns for Folha de São Paulo, enhancing new subscriptions of press newspapers by 7% during the year of 2008 in all national territory.

JAN 2006  
APR 2003

### > **OGILVY | WUNDERMAN THOMPSON – São Paulo, Brazil**

*Additional experience as Junior Art Director at OGILVY, and as Art Assistant Intern at WUNDERMAN THOMPSON.*

## **EDUCATIONAL BACKGROUND**

### > **BACHELORS IN GRAPHIC DESIGN**

Centro Universitário Belas Artes, São Paulo, Brazil

## **PROFESSIONAL DEVELOPMENT**

### > **Digital Marketing Expert**

**Boot Camp User Experience Design**

**Adobe After Effects**

**Workshop UX Design**

**Rise, Trends Research**

## **TECHNICAL PROFICIENCY**

> **Tools:** Adobe Photoshop, Illustrator, InDesign, Animate, Premiere, XD, Sketch, and Keynote

## **LANGUAGES**

> **Portuguese**(Fluent), **English** (Conversational), **Spanish** (Beginner)