# Vinicius Galhardo

SENIOR BRAND DESIGNER | CREATIVE STRATEGY | ART DIRECTION

São Paulo, Brazil · +55 11 98288-7415 · viniciusmgalhardo@gmail.com
**Portfolio: vgalhardo.com.br** · linkedin.com/in/galhardo · behance.net/vgalhardo

## SUMMARY

Brand designer and creative strategist with 14 years in branding and art direction, from agencies to tech companies (Clicksign, Conta Azul, J&T Express). I start from the business problem, set the creative direction and take it all the way to execution: identity, campaigns, key visuals and performance creative. I've tested and optimized creative for Meta, Google and LinkedIn Ads based on CTR and conversion, art-directed Clicksign's rebrand and led teams of **up to nine people**. I use generative AI for concept exploration and production, with a workflow that cut exploration time by **40%** and became the team standard.

## EXPERIENCE

### **Freelance** · Brand Designer and Creative Strategist
09/2026 - present

- Branding, creative strategy and art direction for companies, from concept to identity, campaigns and performance creative, with generative AI in the workflow.

### **J&T Express Brazil** · Senior Creative Lead
03/2026 - 08/2026

*Global logistics and express delivery company.*

- Built a generative AI workflow for concept and key visual exploration (Midjourney, Runway, Claude) that cut exploration time by **40%** and became the team standard.
- Set the brand's visual direction in Brazil across interfaces, campaigns and activations, in line with global guidelines.
- Art-directed the stand at Fórum E-commerce Brasil 2026 and the 2026 World Cup brand activation.
- Built creative decks and presented concepts to local and global stakeholders, in Portuguese and English.
- Created and ran campaigns on LinkedIn Ads and other digital media channels.

### **Freelance** · Senior Graphic Designer
05/2025 - 03/2026

- Graphic design, motion and brand strategy for clients such as Vetser Veterinary Clinic. Spanish immersion in Argentina in the same period (B2 certificate).

### **Conta Azul** · Senior Creative Coordinator
04/2024 - 05/2025

*Financial and accounting management SaaS for small and mid-sized businesses.*

- Creative for Meta Ads, Google Ads and LinkedIn Ads with **ongoing A/B testing**, optimized for **CTR and conversion**.
- Brand guidelines applied across digital, print and events; creative direction of the **Conta Azul Con 2024** identity.
- Campaign planning and creative calendar with Sales and Product, based on each team's goals.
- Ran an operation of **300+ pieces a month**, with **30% less** in average production time.
- Managed external production vendors and partners.
- Developed the in-house team (**up to 9 people**): **4 internal promotions**, biweekly 1:1s and generative AI training.

### **Conta Azul** · Creative Coordinator
04/2023 - 04/2024

- Set the creative direction for 360° campaigns and key visuals based on marketing goals.
- Branding direction with the brand team, keeping consistency across channels. Promoted to Senior Coordinator after 1 year.

### **Clicksign** · Creative Coordinator
09/2021 - 04/2023

*E-signature platform.*

- Rolled out the rebrand across **150+ touchpoints** (product, site, campaigns and internal materials) in **4 months**.
- Built the in-house creative team from scratch (designers and videomakers), with its processes and workflows.
- Worked as a consultant to Marketing to find ways to strengthen the brand and tie deliverables to business goals.
- Talent development: an intern promoted to junior and then mid-level designer.

### **Clicksign** · Art Director | Senior Designer
07/2020 - 09/2021

- Art direction of the **2021 rebrand**: new visual and verbal identity (tagline "Clicou, assinou"), logo, launch video and website.
- Concepts and assets for campaigns, video, motion, social media and internal communication. Promoted to Creative Coordinator.

## EARLIER EXPERIENCE

**Digital Industry** · Art Director | Senior Designer · 01/2020 – 06/2020. Concepts and assets for digital campaigns, social, video and animation for E! Entertainment, Edenred/Ticket, HDI Seguros and Bimbo.

**14bits** · Art Director | Mid-level Designer · 08/2018 – 01/2020. Concepts and assets for social, video and animation for Grupo Boticário, Sony Channel, AXN and Notícias da TV.

**Dedo de Moça** · Art Director | Designer (freelance) · 2016 – 2019. **ClickBus** · Art Intern and Art Assistant · 2014 – 2016.

## SKILLS

**Brand:** Branding, rebranding, visual identity, brand systems, guidelines and brandbook, typography, key visual, 360° campaigns, art direction, motion

**Strategy:** Creative strategy, creative concept, campaign planning, performance creative, A/B testing, Meta Ads, Google Ads, LinkedIn Ads, CTR and conversion

**Generative AI:** Midjourney, Runway, Kling AI, ChatGPT, Claude

**Tools:** Figma, Adobe Illustrator, Photoshop, After Effects, PowerPoint, Keynote, Notion, Jira, Monday

## EDUCATION AND COURSES

**Postgraduate degree in Design Management** · FAAP · 01/2024 – 04/2025

**Bachelor in Social Communication – Advertising** · Centro Universitário Senac · 2012 – 2015

Creative Leadership · Miami Ad School Brazil · 2021 · Visual AI for Prototyping · Senac São Paulo · 2026 · UX/UI Designer program · EBAC · 2023

## LANGUAGES

Portuguese (native) · English (fluent) · Spanish (professional, B2 certificate – CEPE Idiomas, Argentina)