

# Pedro Jardim

Creative Art Director | Motion Designer | Graphic Designer @ Porto Alegre, RS, Brazil (GMT-3)  
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## Summary:

Graphic Designer & Art Director with a strong history of delivering high-quality graphics, in ad campaigns and brand assets. Skilled in collaborative project development, meeting deadlines, and maintaining design standards. Expertise in composition and typography for compelling visual experiences. Excited to join a remote and dynamic team and bring creative solutions to life.

## Languages:

English (Full Professional), Spanish (Intermediary), Portuguese (Native)

## Education:

Bachelor's Degree in Advertising / Communication

UFRGS - Federal University of Rio Grande do Sul | A top-ranked university in Brazil according to INEP.

- Internationally awarded 2nd place for the Master's in Digital Strategy and Creativity, promoted by the Autonomous University of Barcelona, for my graduation's final project. A study investigating the context of a Brazilian Burger King's campaign and its repercussions on social media.

## Hards Skills:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- Proficient in Figma for graphic design and web design.
- Up-to-date with the latest trends in design.
- A keen eye to process optimization, always striving to design systems that boost productivity levels. Recognized as such companywide.

## Soft Skills:

- Excellent communication, presentation, and interpersonal skills
- Detail-oriented with a strong ability to multitask and meet deadlines
- Very open to take, give and apply creative feedback
- Continuous learning mindset

## Experience:

Paim United Creators (Dec 2021 - Present)

Art Director and Motion Designer - Remote, Brazil

- Developed compelling creative concepts and key visuals for ad campaigns, brand identities and assets consistently exceeding client expectations.
- Created conversion-focused ad creatives for Meta, Pinterest, and Google campaigns in alignment with performance goals and A/B testing it.
- Designed captivating and dynamic Landing Pages and Email Marketing materials (Figma and Photoshop).
- Art directed shootings and video production aligned to the desired visual identity.

- Edited videos of low and medium complexity for corporate presentations, paid media creatives, RipReels for campaign pitches, and point-of-sale screens.
- Delivered print design and digital projects, such as product catalogs, brochures, store-front stickers, retail signage and various point-of-sale materials for over 500 stores nationwide for major retailers such as Camicado and Renner.
- Conducted direct client presentations, effectively communicating ideas and securing client satisfaction.
- Assumed leadership responsibilities at times, filling in for the Creative Leader during absences and vacations, ensuring the smooth flow of work and maintaining high-quality standards.
- Implemented an agile Figma workflow for rolling-out paid media and email marketing material, optimizing around 50% of creative time.

### Escala City Agency (Jul 2021 - Dec 2021)

Mid-level Art Director and Motion Designer - Remote, Brazil

- Created innovative creative concepts, key visuals, and campaigns that captured audience attention and delivered impactful results.
- Conducted direct client presentations, effectively communicating ideas and securing client satisfaction.
- Demonstrated proficiency in developing Visual Identities, branding designs, and logo designs, ensuring consistent brand messaging and visual aesthetics while rolling out the Ids.
- Produced animated stickers for social media, and augmented reality (Meta Spark) enhancing brand engagement and user experience.

### HappyHouse Agency ( Dec 2018 - Jul 2021)

Jr to Mid-level Art Director and Motion Designer - Porto Alegre, Brazil

- Created compelling campaigns for internal communications of large companies, such as Heineken Brazil, Novonor, Gol Airlines, delivering a wide range of digital and print products.
- Showcased expertise in 2D procedural animation, elevating campaign assets with dynamic visual storytelling.
- Contributed to the success of the Employer Branding team, managing social media platforms and employer brand websites for esteemed clients such as Lojas Renner S.A and GOL Airlines.

### UFRGS Historical Heritage Recovery Project (Jul 2014 - Oct 2017)

Communication Assistant - Porto Alegre, Brazil

- Assisted with the fundraising project dedicated to safeguarding the cultural heritage of the University, undertaking roles in graphic design, content design for social media, WordPress website development and management.

References available upon request