



# Richard Garcia

Senior Art Director & Graphic Designer

## DETAILS

São Paulo, Brazil  
richard@richardgarcia.com.br  
+55 11 994971195

## PROFILE

Generalist art director, graphic designer, audiovisual producer, AI enthusiast and all-around creative problems solver based in São Paulo, Brazil.

I've been working in the field since 2005, contributing to various projects for both national and international clients, including AbbVie, Boehringer Ingelheim, Bayer, Bradesco, Carrefour, SEBRAE, Vans Skateboards, Volkswagen, 89FM and others.

Over the course of my career, I've also built skills in video editing, motion design, podcast editing and sound design, I also been studying product design and AI application on creative projects.

## EMPLOYMENT HISTORY

**Sr. Art Director, SA365, São Paulo**

FEBRUARY 2023 - PRESENT

Responsible for the creative vision and art direction for three key clients in the pharmaceutical sector, developing corporate communication projects, media campaigns, event production, and brand repositioning.

**Art Director, UX Designer and Audiovisual Producer, Armazém, São Paulo**

MARCH 2021 - DECEMBER 2022

Development of projects in corporate education, focusing on digital experiences, creative concepts, and the filming and editing of videos and podcasts for consultancy clients as well as institutional projects.

**Sr. Art Director and Project Manager, BrandCompany, São Paulo**

JANUARY 2015 - FEBRUARY 2021

Responsible for art direction in branding, signage, packaging design, and UX design projects for clients in the healthcare, legal, and financial sectors, as well as managing project workflows and coordinating the creative team.

**Art Director and Graphic Designer, Freelance, São Paulo**

JULY 2011 - JANUARY 2015

Development of graphic design and art direction projects for Brazilian agencies such as Terreno Digital (RJ), Bistrô Brand Ideas (SP), Cavis Design (SP), and Ad.DNY (SP), as well as for direct clients.

**Art Director and Web Producer, AgênciaDot., São Paulo**

SEPTEMBER 2010 - JUNE 2011

Responsible for web production (HTML/CSS/JavaScript), graphic design and art direction for digital projects for clients such as Vans Skateboards, Kiss FM, Metropolitana FM, UrbanStore, Tupi FM and others.

**Art Director, 89FM, São Paulo**

MAY 2005 - SEPTEMBER 2010

Art direction and graphic design as part of the in-house marketing team, developing projects such as visual identities for programs and events, set design, print and digital media ads, graphic projects for brand activation campaigns and partner brands, album covers, and more. Also responsible for coordinating the creative team within the department.

## EDUCATION

Technologist Degree (BA) in Web Development with emphasis on Graphic Design, Faculdade Sumaré, São Paulo  
JANUARY 2005 - DECEMBER 2006

Professional High School in I.T., Colégio Carlos Drummond de Andrade, São Paulo  
JANUARY 2003 - DECEMBER 2004

## COURSES

Art Direction, Escola Panamericana de Artes  
DECEMBER 2010

Campaigns and Launch Strategy, Escola Tera  
FEBRUARY 2024

Product Marketing Fundamentals, Escola Tera  
APRIL 2024

Results Analysis and Optimization, Escola Tera  
JUNE 2024

Branding & Brand Building, Escola Tera  
JANUARY 2024

Branded Content, Escola Tera  
MARCH 2024

ICP, Messaging and Positioning, Escola Tera  
MAY 2024

Data-Driven Marketing, Escola Tera  
JULY 2024

## LANGUAGES

Brazilian Portuguese  
NATIVE SPEAKER

Spanish  
VERY GOOD COMMAND

English  
HIGHLY PROFICIENT

