

# Jaqueline Santos

Senior Brand Designer | Brand Strategy • Product Experience • Creative Direction

**Location:** São Paulo, Brazil

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**Portfolio:** [jaquelinesdesign.com](https://jaquelinesdesign.com)

## Summary

Senior Brand Designer with 10 years of experience creating brand systems, integrated campaigns, and digital experiences at the intersection of **Brand Strategy, Product Experience, and Creative Direction**.

I enjoy contributing long before design execution begins. From workshops and discovery sessions to concept development and experience design, I work closely with cross-functional teams to transform complex challenges into scalable and meaningful solutions.

Throughout my career, I've contributed to projects for companies such as **iFood, Movile, EY, and ClickBus**, leading initiatives across Brand Systems, Product Experience, Employer Branding, and integrated marketing campaigns.

More recently, I've been exploring Artificial Intelligence to improve creative operations by building AI agents, workflows, and automations that streamline research, structure briefs, and enhance collaboration across creative teams.

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## Professional Experience

### Studio | Founder & Creative Director

*Mar/2024 – Present*

- Clients: iFood, Nubank, Natura, Chiefs Group, Live Agency, Medway, and Tenchi Security.
- Led branding, communication, and campaign projects, connecting strategy, creativity, and business objectives while partnering with executive stakeholders.
- Developed Brand Systems, integrated campaigns, Key Visuals, CRM communications, landing pages, and digital experiences for B2B and B2C companies.
- Facilitated discovery workshops, executive presentations, and strategic alignment sessions, accelerating decision-making and strengthening collaboration across teams.

### iFood | Senior Designer | Driver Experience, Ads & Multi-Categories

*Jun/2024 – Jul/2026*

- Created Pitaco, an AI-powered Creative Operations agent that streamlined creative briefs, research, benchmarking, and campaign ideation. The solution standardized workflows, reduced research time by up to 88%, and established a new operational process for the creative team.
- Led the creative direction of integrated campaigns, digital experiences, and activations across the iFood ecosystem, including BBB25, Lacta, FIFA Club World Cup, and CazéTV, connecting Branding,

Product, Growth, and CRM through Go-to-Market (GTM) and Retail Media initiatives for a platform serving over 55 million monthly users and 110 million orders per month.

- Designed landing pages, in-app experiences, CRM communications, and digital campaigns for Meta, TikTok, Google Search, and Google Display, aligned with SEO, CRO, and acquisition strategies.
- Collaborated on product experiences, user journeys, gamified activations, and seasonal campaigns, using KPIs, A/B testing, and performance metrics to guide creative decisions.
- Developed Brand Systems, Design Systems, and reusable component libraries that standardized creative execution, improved brand consistency, reduced rework, and strengthened collaboration across multidisciplinary teams.
- Served as the team's primary design reference during a period without direct leadership, coordinating Product, Marketing, Branding, and Growth teams while ensuring strategic continuity and supporting cross-functional decision-making.

### **ClickBus | Senior Designer | BCM & Growth**

*Aug 2023 – Feb 2024*

- Developed strategic campaigns and scalable brand systems, CRM communications, landing pages, and B2C initiatives focused on customer acquisition, conversion, and retention, including Black Friday campaigns that contributed to a 20% increase in GMV during the promotional period.
- Created Key Visuals and scalable visual systems for seasonal campaigns, including Black Friday, Summer, Carnival, and NuPay.
- Developed strategic campaigns in partnership with Branding, Marketing, and Growth teams, balancing brand consistency, business objectives, and performance metrics throughout the campaign lifecycle.
- Presented creative concepts, monitored campaign performance, and provided technical guidance to junior designers.

### **FSB Comunicação | Senior Art Director | EY Account**

*Nov 2022 – Aug 2023*

- Served as Senior Art Director for the Ernst & Young (EY) account, developing branding campaigns, storytelling, and visual identities for digital communication initiatives.
- Created B2B campaigns and communication materials supporting brand positioning and Go-to-Market (GTM) initiatives.
- Developed campaign assets for strategic programs such as Winning Women and Entrepreneur Of The Year, strengthening brand positioning and engagement.
- Contributed to national and global initiatives, reinforcing EY's institutional positioning and ensuring communication consistency across multiple audiences.
- Presented creative concepts and collaborated with multidisciplinary teams to deliver solutions aligned with business objectives.

### **Movile | Visual Designer**

*Mar 2019 – Oct 2022*

- Promoted internally from Design Assistant to Visual Designer.
- Dedicated designer for Internal Communications and Employer Branding initiatives, partnering with Internal Communications, Corporate Communications, and Leadership teams.
- Developed institutional campaigns, executive communications, employer branding initiatives, corporate events, and culture programs.

- Designed Brand Systems, digital platforms, and brand experiences for companies across the Movable ecosystem, including iFood, Sympla, Zoop, and other portfolio companies.
  - Contributed to strategic programs such as Mobile Dream, helping attract more than 25,000 applicants.
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## Education

- MBA in Branding — EBAC (*In Progress*)
- Higher Education in Graphic Design — Universidade Paulista — 2018

## Professional Development

- Artificial Intelligence — EBAC — 2024
- UI/UX — EBAC — 2024
- Strategic Design — Belas Artes — 2015

## Skills

**Strategy:** Brand Strategy • Creative Strategy • Product Experience • Product Marketing

**Branding:** Brand Systems • Branding • Art Direction

**Product:** CRM • GTM • CRO • Design Systems

**Leadership:** Creative Operations • Stakeholder Management • Cross-functional Collaboration

**Artificial Intelligence:** AI Workflows • Prompt Engineering • Generative AI

## Languages

- Portuguese — Native
- English — Upper-Intermediate (CEFR B2)
- Spanish — Intermediate (CEFR B1)