# Jaqueline Santos

## Senior Visual Designer | Branding, Creative Direction & Strategic Design

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## PROFESSIONAL SUMMARY

Senior Visual Designer with experience across branding, art direction, integrated campaigns, and creative operations. I connect strategic thinking and hands-on design to turn business and communication objectives into clear, consistent visual experiences. My background includes multidisciplinary work at iFood, ClickBus, FSB Comunicação, and Movile, as well as creative leadership at Studio. I have worked across campaign concepting, visual identity, digital experiences, motion, CRM, design systems, and process improvement, including the practical use of AI and automation in creative workflows.

## PROFESSIONAL EXPERIENCE

### Studio | Creative Director

*Mar 2026 – Present*

- Lead the creative direction of an **independent studio** delivering branding, visual identity, campaigns, motion, and presentation projects. Connect strategy, concept development, and hands-on execution from initial direction through final delivery.
- Coordinate a recurring team of **4 freelance professionals** across design, motion, growth, and content, overseeing priorities, team alignment, project progress, and the quality of deliverables.
- Manage client relationships, business development, and project delivery. Projects and clients include **iFood, Natura, Tenchi Security, Chiefs Group, and Medway.**

### iFood | Senior Creative Designer

*Jun 2024 – Jul 2026*

- Developed visual concepts and art direction for high-reach campaigns and digital experiences, collaborating with Branding, Product, Marketing, Growth, and other cross-functional teams. Selected projects include **BBB25, Club World Cup × CazéTV, Regina Café (Nubank × iFood), Rock in Rio, and Lacta Easter.**
- For **BBB25**, led the creative and art direction of an in-app gamified experience featuring prize wheels, quizzes, and activations. The initiative recorded a **93% conversion rate, 133% growth compared with BBB24, and contributed to 240,000 orders in a single day.**
- For **Club World Cup × CazéTV**, co-developed the Big Ideas and led the campaign's art direction and visual identity. For **Regina Café**, led the creative direction of iFood touchpoints, including the in-app Brand Day, packaging, and motion assets.
- For **Rock in Rio**, developed an interactive in-app guide and iFood Ads campaigns. For **Lacta Easter**, created a Figma component system and animated After Effects templates to support **more than 100 deliverables** with greater consistency and less rework.
- Co-created **Pitaco, an internal AI agent for Marketing and Design**, with a **21-step creative pipeline and 8 approval checkpoints** on the Toqan Claw platform. The workflow achieved up to **88% less research time**, according to project-reported results.
- Also structured creative workflows, templates, approval processes, and seasonal planning; served as a key contact for strategic projects and **mentored 3 junior designers.**

### ClickBus | Senior Growth Designer

*Aug 2023 – Feb 2024*

- Developed campaign concepts, art direction, and creative assets for **Black Friday, Summer, Carnival, and NuPay**, creating reusable visual systems for digital touchpoints.
- Designed assets for **digital media, CRM, and landing pages**, connecting creative communication with acquisition, conversion, and retention goals. Monitored brand, growth, and performance KPIs to inform creative decisions in partnership with Branding and Marketing.

**FSB Comunicação | Senior Art Director**
*Nov 2022 – Aug 2023*

- Created visual concepts and storytelling for EY Global corporate and B2B communications, translating complex corporate topics into clear, consistent solutions for different audiences.
- Developed campaigns and materials for initiatives such as **Winning Women and Entrepreneur of the Year**, adapting concepts across formats in collaboration with multidisciplinary teams.

**Movile | Visual Designer**
*Mar 2019 – Oct 2022*

- Progressed from Design Assistant to Junior Visual Designer and then Mid-Level Visual Designer. Worked across internal communications, employer branding, corporate culture, and events, developing visual identities, campaigns, presentations, and corporate materials.
- Created visual narratives to communicate complex data and information clearly, and collaborated on projects for companies within the Movile ecosystem, including **iFood, Sympla, and Zoop.**
- Contributed to materials for **Mobile Dream**, Movile Group's young talent program. The 2020 edition received **25,000 applications and resulted in 182 hires.**

## EDUCATION

**MBA in Marketing, Branding & Growth** | PUCRS, Brazil | In progress, expected completion in 2027
**Associate Degree in Graphic Design** | Universidade Paulista (UNIP), Brazil | 2016–2018

## ADDITIONAL TRAINING

**Strategic Design** | Belas Artes | 2025
**UI/UX** | EBAC | 2024
**Artificial Intelligence Creative** | EBAC | 2024

## CORE SKILLS

**Branding & Strategy:** Brand Strategy, Brand Positioning, Visual Identity, Brand Guidelines, Naming, Tone of Voice, Brand Systems.

**Art & Creative Direction:** Art Direction, Creative Direction, Creative Strategy, Integrated Campaigns, Key Visuals, Visual Storytelling, Social Media Design, Motion Design.

**Digital & Experience:** UI/UX, Digital Experiences, Landing Pages, CRM, Design Systems, Gamification, Data Visualization, Presentation Design.

**Leadership & Operations:** Creative Leadership, Team Management, Mentoring, Stakeholder Management, Creative Briefing, Benchmarking, Ideation Workshops, Creative Operations.

**AI & Innovation:** AI Agent Design, Prompt Engineering, Creative Workflow Automation, AI-powered Creative Processes.

## TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere, and After Effects), Figma, FigJam, Miro, ChatGPT, Midjourney, Gemini, Claude, Magnific, Adobe Firefly, Toqan, Notion, Monday, Jira, Salesforce Marketing Cloud, Google Analytics 4, Microsoft 365, and Google Workspace.

## LANGUAGES

Portuguese: Native | English: Advanced (C1) | Spanish: Intermediate (B1)