

RAFA MINISTRO · LISBON, PORTUGAL (GMT) · OPEN TO REMOTE

Art Director building brands that **grow.**

Creative Art Director & Brand Designer

rafaministro26@gmail.com

(+351) 913 961 106

linkedin.com/in/rafaministro

behance.net/rafaministro

rafaministro.com

25+ years

100+ brands

17 case studies

6 countries

9 people led

SUMMARY

Art Director with 25+ years building brands end to end: identity, brand systems, campaigns, websites, social media and print. I have created 100+ brands and websites and led a team of 9, for clients in Portugal, Brazil, Angola, Canada, Switzerland and Ireland. I use generative AI across copy, image, video and web, under art direction. I work remotely with international teams from Lisbon (GMT).

PROFESSIONAL EXPERIENCE

Creative Art Director

Dec 2021 - Present

BIGhub (formerly BIGgroup), Portimão, Portugal / Huelva, Spain

- Joined as Art Director when the company had 8 people. Today it has 70+, and I lead the creative sector: a team of 9 in branding, marketing and web.
- Created each new business identity (BIGsales, BIGwash, BIGcare, BIGdelivery), the brand architecture and BIGgroup.
- Led the shift to one ecosystem, BIGhub, for e-commerce and marketplace management. The brands became modules: BIGkoncili, BIGprice, BIGlogistics and more.
- Cut the rollout of visual modules from 1 month to 1 week using AI tools.
- Run the full creative chain with AI-assisted tools: copy, design, retouching, animation, video and web.
- Deliver brand management, key visuals, pitches, campaigns, social media and websites for clients in Spain, Brazil, Angola and Portugal.

Art Director

Mar 2021 - Nov 2021

Brivia, Novo Hamburgo, Brazil / Lisbon, Portugal

- Art direction for Embraco, Nidec, Votorantim Cimentos, Ciser and RBE.
- Key visuals, pitches, brand creation, advertising campaigns, endomarketing, social media design and landing pages.

PROFESSIONAL EXPERIENCE (CONTINUED)

Creative Art Director

Jul 2012 - Feb 2021

Grito Empresarial, Porto Alegre, Brazil

- Led a team of 4 people.
- Brand creation, visual identity and strategic design management.
- Branding, websites, on/offline graphic design, motion design, presentations.

Graphic and Web Designer

Jun 2000 - Jun 2012

Idene Comunicação e Design, Porto Alegre, Brazil

- Brand creation, visual identity, websites and on/offline graphic design.

CORE SKILLS

Art Direction

Brand Identity

Brand Architecture

Brand Systems

Strategic Design

Key Visuals

Advertising Campaigns

Social Media Design

Motion Design

Video Editing

Websites and Landing Pages

UX/UI

Packaging

Pitch Presentations

Team Leadership

Remote Collaboration

Software: Photoshop, Illustrator, InDesign, After Effects, Premiere, Adobe XD, Corel Draw, Dreamweaver, WordPress.

AI tools: Higgsfield (Cinema Studio), Seedance, Kling, Grok, Claude, ChatGPT.

SELECTED PROJECTS

Portugal: Remax Team, BIGhub, Imperium Lawyers, Seekers Journey, Leça F.C.

Brazil: Ciser, Votorantim, Nidec G.A., Embraco, Oca Tupi

Angola: Até, Burger Five, MyPharma

Canada: T-Express, Shipwise · **Switzerland:** Vue · **Ireland:** Aurelia

Full case studies at rafaministro.com

EDUCATION AND AWARDS

Bachelor of Industrial Design

Universidade Luterana do Brasil, Canoas, RS · 1999 - 2005

Winner, Samsung Design Awards 2002, Graphic Design

LANGUAGES

Portuguese: native · English: intermediate · Spanish: intermediate

Open to remote Creative Art Director roles

I work with international teams from Lisbon (GMT).

rafaministro26@gmail.com

linkedin.com/in/rafaministro

rafaministro.com