

## Contact

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(LinkedIn)

[denishideo.com.br/wb](http://denishideo.com.br/wb)  
(Portfolio)

## Top Skills

Design  
Team Leadership  
Branding

## Languages

English (Advanced B2)  
Portuguese (Native)  
Spanish (Intermediate)

## Honors-Awards

2018 SABRE Awards Latin America  
Jatobá PR 2018

# Denis Hideo Maria

Creative and Brand Designer | Art Direction | UI/UX | Frontend  
São Paulo, São Paulo, Brazil

## Summary

I am a experienced Designer, Specialist in Design Management and MBA in Marketing. On my journey, I had the privilege of collaborating on solutions for renowned brands such as Nike, Samsung, DELL, Qualcomm, Uber, Boeing, Tam, Goodyear, Nestlé, Amgen, DHL, Paramount Pictures, banQi, Casas Bahia, and others.

My role centers around guiding creative design teams and projects, which involves developing interfaces, crafting corporate identities, orchestrating impactful advertising campaigns, exploring novel graphic directions, and implementing effective branding strategies. I bring comprehensive support to areas like CRM, CMS, ASO, ADS, performance optimization, and the coordination of online and offline production processes. Additionally, certifications such as UI/UX, web developer and professional photography.

Feel free to check out my recommendations on LinkedIn and learn more about my journey through my website:  
<https://denishideo.com.br/wb>

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## Experience

### Moochies Technologies Ltd.

Design Lead

July 2022 - Present

Design leader responsible for planning and developing interfaces, branding and marketing design for several countries in different medias. The following were developed: UI/UX of digital products, global website/e-commerce, visual identities, social media, POS materials, digital design (ADS, performance, website, CRM), event stand, among others.



## **banQi (Grupo Casas Bahia)**

Design Coordinator

December 2021 - June 2022 (7 months)

Designer 360° responsible for department of branding and marketing design, managing creative design team, creating corporate identities, advertising campaigns, new graphic lines, implementing branding solutions, creative pitches, providing ideation, media application and design, client presentation, packaging, social media ads, offline and online production supervisor and reports.

Marketing Designer

January 2021 - December 2021 (1 year)

## **Moochies Technologies Ltd.**

Senior Designer

August 2019 - January 2021 (1 year 6 months)

Marketing design for products and branding, creating interfaces, advertising campaigns, new graphic lines, pitches and reports, media application, packaging, POS and social media ads.

## **Ideal H+K Strategies**

Art Director

January 2017 - August 2019 (2 years 8 months)

Creating for Nike, Nestlé, Nextel, Boeing, Embraer, LG, DELL, Uber, Volkswagen, Spotify, thyssenkrupp, DHL, Amgen and others.

## **Ctrl+D Publicidade**

Art Director

Fevereiro 2013 - Janeiro 2017 (4 anos)

Creating for Editora Abril, Bunge, Abbott, Maguary, Dafruta, Prefeitura de São Paulo, Ultragas, Beneficência Portuguesa, Keldog and others.

## **Twinz**

Art Director

August 2010 - October 2012 (2 years 3 months)

Creating for Samsung, Paramount Pictures, Coral, TAM, Tabasco, Accor, Aurora, Anglo and others.

Assistant Art Director

February 2008 - August 2010 (2 years 7 months)



## Education

### FGV

Executive MBA, Business/Corporate Communications  
(2021 - 2022)

### Centro Universitário Belas Artes de São Paulo

Graduate Studies, Corporate Design Management  
(2012 - 2013)

### Faculdade Cásper Líbero

Bachelor's degree, Marketing and Advertising  
(2007 - 2010)

## Certificates

### Coderhouse

Web Development  
(2024)

### Coderhouse

UI/UX Design  
(2023)

### CUCA - Escola de Criativos

Advanced Art Direction  
(2017)

### Canon College

Professional Photography  
(2016)

### Integra Extensão Profissional

Branding - Brand Design and Management  
(2009)