

Contact

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www.linkedin.com/in/denishideo
(LinkedIn)

denishideo.com.br
(Portfolio)

Top Skills

Design
Team Leadership
Branding

Languages

English (B2)
Portuguese (Native)

Honors-Awards

2018 SABRE Awards Latin America
Jatobá PR 2018

Denis Hideo Maria

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

Summary

I am a 360° Designer, Specialist in Design Management and MBA. 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 crafting corporate identities, orchestrating impactful advertising campaigns, developing interfaces, 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 web developer, professional photography and UI/UX.

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

PT-BR: <https://denishideo.com.br/>

Experience

Moochies Technologies Ltd.

Design Lead

July 2022 - Present (1 year 11 months)

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



banQi (Grupo Casas Bahia)

Marketing 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.

Marketing Designer

August 2019 - January 2021 (1 year 6 months)

Marketing design for products and branding, creating 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)