

Hi there! I'm Juca, the codename of **Carlos Felipe de Souza Santos**, a Brazilian multi-disciplinary designer focused on Visual and UX.

Through a process of research, concept development and design, I help build meaningful experiences for people and brands.

EDUCATION

Design Thinking @ Istituto Europeo di Design
Short-term Course - 2014

Graphic Design @ Senac
Post Bachelor - 2008 ~ 2009

Advertising @ Centro Universitário FIEO
Bachelor - 2003 ~ 2006

EVENTS

Semana UX, TedxSão Paulo, UXConfBR - 2016

Dia Tipo SP, Intel Innovation Week, AtyPI, EPIC Industry Day, World IA Day, Bob Dorf - 2015

Intel UX Summit - 2014

COURSES & WORKSHOPS

Leading Change in Your Org by Lynda - 2016
On Choosing Type, The Geek Way at AtyPI - 2015
Edged Brush Capitals at AtyPI - 2015
UX Day at Reset Lab - 2013
Calligraphy by Andrea Branco - 2012
Sign Painting by Caetano Calomino - 2012

AWARDS

Intel Division Award - Clear Project - 2015
Intel Division Award - Android Project - 2014
Wave, Bronze - Gafisa Collaborative Building - 2012
ABEMD, Gold - Gafisa Collaborative Building - 2012
Shortlist Cannes Lions - Ford Ranger - 2010
CCSP, Silver - The New Ford Ka - 2009
FWA of the Day, Aug 3rd - The New Ford Ka - 2008
Colunistas BR & SP, Gold - The New Ford Ka - 2008
MMOnline, Silver - Ford Extremely Pick - 2007
Bachelor End Course Project, Goóc Brand - 2006

LATEST EXPERIENCE

UX Visual & Branding Designer @ Intel Corp.
Campinas, Brazil - Feb 2014 ~ Present

Working for the Open Source Group, contributing to a wide variety of open source projects, such as Mobile Devices, IoT, Branding, Drones and Social Causes. Investigating, conceiving MVPs and creating UX concepts that are simple, useful and visually pleasant, from the initial planning to final production, working closely with software engineers, interaction and visual designers, internally and overseas.

Head of Art & Activation Manager @ Ampfy
São Paulo, Brazil - Feb 2013 ~ Jan 2014

I started working as a Senior Art Director, as a member of the Activation Team, the group responsible for bringing paths and solutions for clients such as Mitsubishi, L'Oréal, SKY, Philips, M&M's and others, helping these brands to identify and amplify their social assets across multiple channels. After a while, I had the opportunity to lead this team, conceptually and visually, participating in strategic thinking, supervising jobs and people.

Senior Art Director @ Tritone Interactive
São Paulo, Brazil - Sep 2012 ~ Jan 2013

I've created brand experiences, specially for Bradesco, a huge bank in Brazil. Involved with technologic innovation, we helped them to grow the customer experience conceiving a bank even more digital, personal and complete.

Art Director @ FCB Brasil (Interpublic Group)
São Paulo, Brazil - Sep 2009 ~ Aug 2012

I've helped FCB working with integrated briefings (online & offline) and new business pitches, responsible for creative campaigns, websites and projects for clients such as Nestlé, Gafisa, Disney, HP, iG, Pão de Açúcar, SKY, TRIP, HOPE and many others.

Art Director @ JWT Brasil (WPP Group)
Past: Art Assistant Coordinator & Art Assistant
São Paulo, Brazil - Apr 2006 ~ Aug 2009

I've had the opportunity to learn directly with great professionals (who are currently working abroad), conceiving and designing interactive campaigns and websites for clients such as Ford, Cadbury Adams, Bayer, J&J and Nestlé. I've helped JWT to become one of the most creative and award-winning digital agencies in Brazil.