

CAROL SANT'ANNA

II creative director

Brazilian, single, 29 years old
Belo Horizonte | MG | Brasil

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www.carolsantanna.com
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full name: Ana Carolina Pessoa de Santana

PROFILE

I am a hardworking, easy going and fast learning person that likes teamwork, respecting the opinion of the group members and learning different project methodologies. I express myself well and have good sense and insight in solving problems.

As an art director, I love working with the multidisciplinary areas of design, illustration, technology, art and internet. I am observant and interested in everything including graphic arts, digital new media and interaction.

I aim to work with graphic design projects, advertising, illustration, digital art and media, and continue to develop the skills acquired to date and acquire new ones.

PROFESSIONAL EXPERIENCE

I JCHEBLY I

March 2008 - Present

Promoted to Full Creative Director in March 2011 - Heading a team now of 10 employees. In addition to directing the creation of the team in several projects, I attend to customers directly such as Votorantim, Vivo, Itaú, Bank of Brazil, FIAT, as well as their suppliers and agencies. I also participate in the creation of the company's projects.

Promoted to Team Creative Director in August 2010 - Coordinating a team of seven people in various types of the company's projects, such as videos, commercial vignettes, graphic and digital design, layouts for special projects (3D television, touchscreen totems, digital headbands, projection media, multitouch table, video walls, iPads, 3D designs etc). In addition, I continued working as a graphic designer.

Entered as Graphic Designer - Producing visual identities for different company's products and creating brands, stationery, envelopes, fleets and layouts in general.

I SOU BH I

December 2010 - Present

Writer of the art and design column of the portal since its foundation in December 2010.

The blog is about the creation area under the bias of technology, but, as it is an open and democratic space, many others issues are treated, such as 'traditional' art, illustration, games, exhibitions and industry news.

I FIAT Foundation I

December 2007 - March 2008

Production of prints and visual identity, signage, illustration and stage design for major events of varied clients, most notably FIAT Cars.

I Qualiconsult I

April 2005 - December 2007

Development and maintenance of print and online projects, including the production of the Official Press of Minas Gerais website, internet games, creation of visual identities and illustration.

I Lidertech I

July 2006 - September 2006

Development of digital projects such as websites and back-office systems, dealing directly with clients and suppliers. In addition to the digital work, I also developed visual identities and illustrations.

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PROFESSIONAL EXPERIENCE

I Tambor - Communication and Internet I

September 2004 - April 2005

Internship at the agency for eight months; Developed various projects for clients such as Globo Minas, Catalan Vehicles, Itatiaia Radio, Extra Radio and others. Among these projects was the creation of websites, visual identities, newspaper and magazine ads, digital banners.

I CEMIG - Eletric Power Company of Minas Gerais I

July 2004 - February 2005

Internship at the agency for eight months; Diagramming, producing charts and finalizing technical reports.

I Design Lab and Center for Comics - Minas Gerais State University I

August 2003 - July 2004

Internship; Developed numerous projects in the area of print media such as visual identities, posters, signage, brochures and illustration.

EDUCATION

Postgraduate in Creative Processes in Words and Images - 2010

Pontifical Catholic University of Minas Gerais

Bachelor of Arts in Graphic Design - 2005

Minas Gerais State University - School of Design

Bachelor of Arts in Fine Arts - Painting - 2005

Federal University of Minas Gerais - School of Fine Arts

Loyola School - 1989/2000

Various courses, lectures and workshops related to the creation industry and also project management - as the ones offered by ISVOR FIAT and Homo Sapiens (TEVEP).

OTHERS

Platforms: MAC and WINDOWS

Software: Adobe Photoshop, Adobe Illustrator, Corel Draw, Adobe Indesign, Word, Powerpoint

Languages: Portuguese, English (IELTS grade 7.0) and Spanish