

Beck, Claudio

**Branding Specialist
3D Graphic Designer**



Portfolio
www.claudiobeck.com

Experience

Strong B2B communication
and international projects

**My vision, based on my
know-how, is to deliver the
most innovative image for
your product, service and
your company.**

Personal Data

 [linkedin.com/in/claudiobeck](https://www.linkedin.com/in/claudiobeck)

Claudio Alexandre Beck

27/08/1982 (40 years old)

Married, 2 daughters

Sunmattstrasse 13, 3270 - Aarberg / CH

Mob.: +41 078 257 42 02

Email: info@claudiobeck.com

English fluent (TOEFL Certificate and Cambridge Certificate)

Portuguese fluent (mother language)

Good german knowledge

Good spanish knowledge

Inside AG, Creative Designer

2019 - 2022, São Paulo - Brazil

- Brand creation and Management for clients
- 3D Graphic designer
- Advertising strategies and communication
- Art Direction and Digital Designer (Online and Offline)
- Copy for advertising and Social Media
- Corporate presentation creation
- Corporate video creation
- Product visualization
- Social Media Strategies
- Webdesign
- Video animation

UNICA Corp, Brand manager

2013 - 2019, São Paulo - Brazil

- Brand creation and Management
- Art Direction and Digital Designer (Online and Offline)
- Webdesign and Content-Manager
- Corporate presentation creation
- Content-Manager for Social Media
- Corporate video creation
- Uniform-Designer
- Fleet Branding

Education

Cambridge Judge Business School

Licentiate degree Digital disruption: Digital transformation strategies
2019 - 2020, UK.

SENAC

Post-graduation in Advanced Computer Graphics
2006 - 2008, Brazil.

SENAC

Bachelors Degree in Multimedia Design
2002 - 2004, Brazil.

Strong points: high quality cinematic design and communication.

Future educational goals: MBA in Neuromarketing in 2023.

Skills and Knowledge

Soft Skills

Do more, talk less
Solution-oriented
Disciplined, willing to learn and teach
Self-management

Hard Skills

Advertising oriented communication
Inspire through practicing
Strategic thinking
Adobe Photoshop / Illustrator / InDesign / Premiere Pro / After Effects / Lightroom
Affinity Designer / Publisher
Autodesk Maya
Keyshot / V-Ray
Zbrush

Carrer Milestones

As brand and communications manager of a medium-sized company, I was also responsible for the internal marketing of over 6000 employees. I managed incentive campaigns and introduced new brand concepts and mindset with success. The result among stakeholders and investors was positive and helped to lead the company to a most wanted fusion for the last ten years into a much bigger company.

Interests and Hobbys

Family, motorbikes, traveling, art from Renaissance, digital art, philosophy.

Solidarity Actions

Web design and content maintenance for Sathya Sai Baba international school for poor children in Brazil.

Campaigns for private donations to institutions for poor children in Brazil.

Testimonials

Claudio supported the strategy and creative development regarding the full execution for the communication plan of our companies and of national and international projects, as well as projects in agriculture, environment and socio-environmental for private institutions and governments located over tropical belt countries. Innovative projects focused on food safety supported by equipment suppliers that meet the technological package for each initiative through registration of national and international machinery, equipment and overall suppliers of the project. **The sober and intuitive graphic design conveys all the seriousness and reputation of our organization.** Claudio also brought excellent contributions to engagement triggers, ease of understanding to our messages and made the entire interface of our projects very friendly to the public, both online and offline (printed).

Marcus Mendes

CIITTA International, Project Manager
+51 11 99258 4705
marcus.mendes@ciitta.org

Claudio is a versatile designer who helped us present our company with a more modern verbal and visual language aimed at the right audience. We are a metallurgical industry that serves the national and international automotive and railway niches, and Claudio was able to reposition and update our brand to keep up with the communication requirements of this specific market. During the pandemic period, we created new products focused on disinfection through UV light and **Claudio was a key player in the creation and development of the presentation, communication, even influencing the reformulation of the product design,** reaching the target audience in a significant way.

Marcelo Mattos

Anexo Acessórios, CEO
+51 11 98359 7777
mmattos@anexoa.com.br

UNICA Corp's objective was to create awareness on our corporate health, to mature it and to disseminate our culture and differentiated work philosophy, add innovation and sustentability to all our solutions, and position ourselves as a high-value brand in a market oversaturated by low-quality companies. This was a ten-year project in which **Claudio brought significant changes in the 6 years he was involved with us until he took the position of brand and communication manager for our company, at the time with 6000 employees and serving more than 200 cities across the country.** He worked on reformulating the brand more than once, creating and executing all the graphic design, internal and external communication, as well as online and social media presence working in partnership with our Business Intelligence department. As a result, we grew enough to achieve our main defined objective by merging (fusion) with a larger firm and becoming part of the select group of companies that rule the service outsourcing throughout entire Brazil.

Junior Sena

UNICA Corp, HR Director
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CLAUDIO BECK

completed

**DIGITAL DISRUPTION: DIGITAL
TRANSFORMATION STRATEGIES**

Cambridge Judge Business School
Executive Education
University of Cambridge

Allison Wheeler Heau
Director of Open Programmes
Cambridge Judge Business School
Executive Education
University of Cambridge

Jane Davies
Director
Cambridge Judge Business School
Executive Education
University of Cambridge





College Graduation Certificate



Pot-Graduation Certificate