

graphic designer  
brand manager  
expert communication



Claudio  
**Beck**  
Corporate Brand Designer

■ **Contact information**

Full name: *Claudio Alexandre Beck*  
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Address: *3270, Aarberg / Switzerland*  
Married, father of two daughters.

*Aspiring Brand Designer Manager:* Eager to take on the role of Brand Designer Manager, leveraging a strong foundation in corporate branding and design.

■ **SUMMARY**

- **15+ YEARS OF GRAPHIC DESIGN EXPERIENCE**  
I love brand and corporate design systems.
- **BRAND AND COMMUNICATION SPECIALIST**  
I enhance brand and product experience.
- **COMMITTED TO PURSUING INNOVATION**  
I deliver design excellence in every project.



### CIITTA ORG and MASTERCARD Foundation

*Communication specialist , 2021 - 2023, Brazil, Spain and Nigeria*

- Graphic project, website and content development for overseas projects including private companies, public organizations and governments.

### INSIDE AG

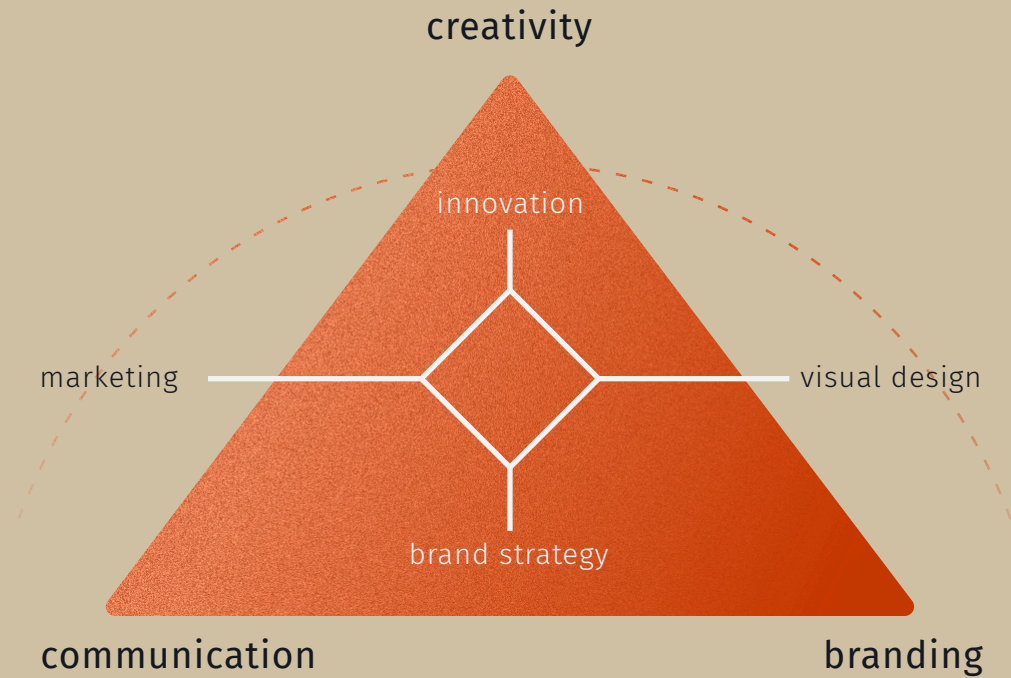
*Creative Director, 2019 - 2022, Brazil*

- Collaborated leading a team of 10 creatives.
- Designed 20 new corporate brands and updated dozens of existing ones.
- Developed 3d product visualization for concept ideas and products.
- Directed, captured, edited, and promoted more than 30 movie teasers.
- Created hundreds of assets for website, landing pages, print media, events, and social media to be used in cross-platforms campaigns.
- Successfully Managed the content creation for 15 clients in the B2B branch.

### UNICA Corp Facilities Management

*Brand manager and designer, 2013 - 2019, Brazil*

- Brand updated roughly resulting from 20% to 25% yearly increase in revenue while reducing customer acquisition costs.
- Shaped and promoted a new corporate mindset to develop and enhance internal education for employees and clients.
- Content managed on-site communication, social media, and website.
- Revitalized communication through graphic design on 10 departments.



### SOFT SKILLS

#### Marketing knowledge

Can think strategically for brand positioning and selling.

#### Communication skills

Can perfectly write and verbally communicate to convey brand messages.

#### Multimedia content creation

Can create various types of content, including blog posts, videos, infographics, and other forms of multimedia.

### HARD SKILLS

#### Adobe Creative Suite

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

#### Affinity Suite

Designer, Photo, Publisher

#### 3d and Render

Autodesk Maya, Zbrush, Keyshot, Maxom RedShift

#### Project and time Management

ClickUp, Trello



# EDUCATION

## Licentiate degree Digital disruption: Digital transformation strategies

Cambridge Judge Business School

Cambridge / England

## Post-Graduation in Advanced Computer Graphics

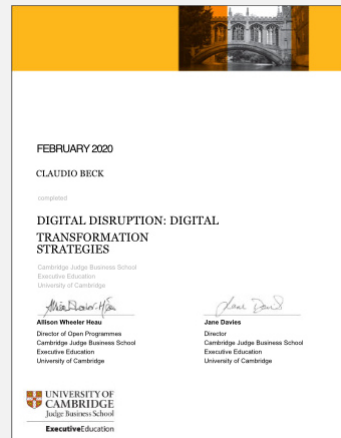
SENAC - Major in 3D Graphic Design

São Paulo / Brazil

## Bachelors Degree in Multimedia Design

SENAC - Major in Graphic Design

São Paulo / Brazil



## LANGUAGES

### Language knowledge

English - Fluent proficiency

Portuguese - Fluent proficiency

German - Good proficiency

Spanish - Good proficiency

## INVOLVEMENT

### Creative Advertising and Creation, Professor at College

Brazil • Torricelli College • January 2010 - January 2012

- Taught Advertising Creation including Art Direction, Typography, and Marketing Strategies.
- Instructed both practical and theoretical classes for second and third-year College students.
- Provided feedback and guidance for the successful realization from Graduation projects of 50+ students.

### Lecturer

Brazil • 2021 - 2023

- Guest lecturer on Marketing and Communication symposiums at several colleges.

### Talks about

**#BRANDING, #MARKETING, #GRAPHICDESIGN,  
#CORPORATEBRANDING, #BRANDINGEXPERT,  
#WEBDESIGN, #3D-DESIGN, #NEUROMARKETING  
#BRAND-AWARENESS, #INNOVATION**

All images displayed here in this Curriculum Vitae are fictional projects created to illustrate my graphic design skills. All images on Portfolio section are real cases.

