



Claudio Beck

Art director, full-service visual designer with 3d expertise and corporate branding

Online Portfolio: www.claudiobeck.com/portfolio

Contact information

Swiss nationality

Date of birth: 27/08/1982

Telephone: +41 78 257 42 02

E-mail: info@claudiobeck.com.br

Address: 3270, Aarberg / Switzerland

Married, two kids.

One-month notice period required

ABOUT ME

- More than 10 years experience in the Corporate Brand Design branch.
- Branding Specialist.
- Motion Design generalist.
- 3D Design generalist.
- Enthusiast for Artificial Intelligence.
- Always up to date to newest design trends and practices.

WEBSITE & PORTFOLIO

Website and Portfolio
www.claudiobeck.com

LinkedIn
linkedin.com/in/claudiobeck

REFERENCES

Roland Kaltenrieder
Operations Director at COTRA AG
T: +41 79 408 60 92

Marcus Mendes
Project Manager at CIITTA International
T: +55 11 992 584 705

Marcelo Mattos
CEO at Anexo A Industries
T: +55 11 983 597 777

WORK EXPERIENCE

Claudio Beck Designer

2023 - present
Aarberg, Switzerland

Self-employed

Creation of digital assets for corporate customers in Switzerland. Business cards, folders, packaging and business presentations.

INSIDE AG

2019 - 2022
São Paulo, Brazil

Art Director, Creative Director

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 movie teasers. Created thousands 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
2012 - 2019
São Paulo, Brazil

Brand designer, Graphic Designer

Rebranded the whole company and its internal departments resulting from 25% to 30% yearly increase in sales revenue while reducing customer acquisition costs for 4 years in a row. Shaped and promoted a new corporate mindset and culture to internal and external targets. Online and print content management, on-site communication, social media, ad campaigns and website. Results delivered to more than 6k employees nationwide and 400 clients.

HARD SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects



Affinity Suite

Designer, Photo, Publisher



3D and Render

Autodesk Maya, Zbrush, Keyshot, Redshift



Project and Time Management

ClickUp, Trello, Monday



Office Apps

Microsoft Word, Powerpoint, Excel, Mac Keynote, Paper, Numbers



SOFT SKILLS

Marketing

Can think strategically for brand positioning and selling. Very good understanding of marketing principles and strategies.

Communication

Brand messages, position and authority are perfectly written and verbally communicated to convey value and quality.

Multimedia

Can create various types of content, from static to dynamically generated imagery, design blog posts, videos, infographics, print or digital presentations, motion design and as short animations and other forms of multimedia.

Self-motivated and open-minded

Can maintain motivation and focus in adverse or stressful scenarios when handling several projects at once. Willing to experiment new technologies and techniques bringing innovation into daily processes.

LANGUAGES

English: fluent

Portuguese: fluent

German: good

Spanish: good

HOBBIES

Philosophy, Family, Motorbikes,
Movies and Books.

TALKS ABOUT

Branding, marketing, graphic design,
corporate branding, webdesign, UX UI,
3d design, neuromarketing, brand
awareness, innovation

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

INVOLVEMENT

Creative Advertising and Creation, Professor at College

Brazil • Torricelli College • 2010 - 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.