

Claudio Beck

Senior Creative Designer

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Profile

Bilingual professional (English and Portuguese) and B1 level knowledge of the German language. Overall 10+ years of experience in creative design, visual design, B2B and branding. Certificate in Digital Transformation Strategies and studies in motion design, multimedia and marketing. Technical experience and innovative thinking will prove to be a valuable addition to the brand's growth and positioning in the market. Knowledge in the luxury segment. Always identify customer needs, advise them on the best lifestyle solutions, and deliver superior service from start to finish.

Expertise includes Graphic Designer, Adobe CS (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro), Microsoft Office 365, Affinity Suits, 3D and Render (Autodesk Maya, Zbrush, Keyshot, Redshift) and Project Management.

Career Highlights

- Created and implemented the company's marketing department.
- Led and implemented an educational development project for agricultural technical education in Nigeria. Created all communication tools for the website and exhibition, public registration, and graphic art. The project was carried out in Portuguese, English, Spanish and French and remains active by the company.

Work Experience

Chauffeur

COTRA Autotransport AG (Studen) Feb 2023 - current

- Driving new cars that arrive from the factory, undergo inspection and go to dealerships.

Creation and Graphic Designer (Consultant) Inside Marketing Agency (Brazil) Jan 2019 – Sep 2022

- Leading a team of 10 creatives including copywriters, graphic designers, social media analysts, ad campaign analysts, and RPs.
- Designing 20 corporate brands and updating existing ones in 4 years to a more modern language and visuals through graphic design, art direction and branding principles, including overseas companies.
- Developing 3d product visualization for concept ideas through 3d graphic design.
- Directing, capturing, editing, and promoting more than 30 movie teasers highlighting corporate services to internal and external clients.
- Creating 100+ assets for website, landing pages, print media, events, and social media to be used in cross-platform campaigns.

Details

Date of Birth: 27/08/1982
Nationality: Swiss and Brazilian
Gender: Male
Marital Status: Married

Core Competencies

Creativity
Time management
Communication
Negotiation
Multitasking
Teamwork
Proactive

Certifications

Digital Disruption: Digital transformation strategies – Cambridge Judge Business School, England Online (2024)

Copywriting for Social Media - Domestika, Brazil (2021)

Brand strategies for Instagram - Domestika, Brazil (2021)

Languages

Portuguese: native
English: C2 level
German: B1 level
Spanish: B1 level

Work Experience _____

Senior Brand and Graphic Designer

- UNICA Corp (Brazil) Jan 2013 – Jan 2019**
- Responsible for creative strategists, strategic planners and customer service, developing skills to obtain the best results.
 - Developing creative briefs based on ideas from brainstorming sessions, with direction, schedules, and deliverables for the creative team.
 - Responsible for conceptualising campaign vision, harnessing original graphics, copy, website content, social media, and other marketing materials.
 - Updating Brand, segmenting and targeting, resulting in a roughly 25% yearly increase in revenue while reducing customer acquisition costs.
 - Shaping and promoting a new corporate mindset to develop and enhance internal education for 6.000+ employees and 120+ clients.
 - Managing content on-site communication, social media, and website organically delivering to over 7.000 unique visitors per month.
 - Branding and positioning campaigns, yielding significant brand awareness both digital online and offline.
 - Responsible for communication assets revitalized through graphic design in all 10 departments of the company.
 - Developing detailed budgets and timelines

Achievements:

- Helping to raise revenue roughly from \$240 mi/year to \$400 mi/year in the last 04 years.
- Started as a Graphic Designer and grew due to high performance.

Project Work Experience _____

Lecturer

- UNICA Corp Academy (Brazil) Jan 2018 - Jan 2020**
- Lecturing on-site audiences and in-person employees about the company's mindset, goals, and best operational practices for more than 400 employees.
 - Recording, editing and streamlining 3 modules of 10 video casts each for an educational app.

Volunteer Work Experience _____

- APAF (Brazil) Jan 2021 - Dec 2021**
- Designing social media campaign to raise private investment funds for the school that takes care of poor children in São Paulo, Brazil.

Education _____

Post Graduation in Advanced Computer Graphics – SENAC

- Major in 3D Graphic Designer, Brazil (2006 – 2008)

Higher Certificate in Multimedia Design – SENAC

- Major in 3D Graphic Designer, Brazil (2002 – 2004)

IT Skills _____

MS Excel
MS Word
MS PowerPoint
Outlook
Windows
IOS
Adobe Creative Suite
Affinity Suite