

Claudio Alexandre Beck

Creative Director

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Date of Birth: 27.08.1982
Nationality: Swiss
Gender: Male
Marital Status: Married

1 Profile

Bilingual professional (English and Portuguese) and B1 level knowledge of German and Spanish languages. Overall 10+ years of experience in creative design, visual design (UI/UX) 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 company's growth and market positioning. Knowledge in services segment. Always identify customer needs, discuss, advise and present most creative solutions, and deliver superior design from start to finish.

2 Career Highlights

- Creating and implementing the company's marketing department.
- Rebranding facilities, cyber security, food and technology companies.
- Executing all communication and websites, public registration and visual content for agricultural technical education project in Nigeria. The project was carried out in Portuguese, English, Spanish and French and remains active by the company.

3 Work Experience

• Chauffeur

COTRA Autotransport AG (Studen, Switzerland) Feb 2023 - current
Driving new cars that arrive from the factory, undergo inspection and go to dealerships.

• Creative Director, Art Director

INSIDE Marketing Agency (São Paulo, 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+ new corporate brands and rebranding existing ones to an updated language, visuals and marketing strategies through graphic design, art direction, including overseas companies.
Developing product visualization 3D ranging from concept ideas to final renders through 3d graphic design.
Directing, capturing, editing, and promoting more than 30 movie teasers highlighting corporate services to internal and external clients.
Creating UI/UX thousands of assets for websites, landing pages, print media, events, and social media to be used in cross-platform campaigns.

Expertise

Graphic Design, Visual Design, Branding, Communication, Adobe CS (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Microsoft Office 365, Affinity Suite (Designer, Publisher), 3D (Autodesk Maya, Zbrush) Render composition (Keyshot, Redshift), Project Management and Generative AI tools (Midjourney, Krea, Firefly)

Competencies

- Creativity
- Communication
- Multitasking
- Proactive
- Time Management
- Presentation
- Teamwork

Certifications

Digital Disruption:

Digital Transformation Strategies.

Cambridge Judge Business School, England - online (2022)

Copywriting for Social Media

Domestika, USA - online (2021)

Brand strategies for Instagram

Domestika, USA - online (2021)

Google Ads & Facebook Ads from Scratch

Domestika, USA - online (2021)

Instagram Strategy for Business Growth

Domestika, USA - online (2021)

Languages

Portuguese: Fluent, Native
English: Fluent, C2 level
German: B1 level
Spanish: B1 level

3 Work Experience

• Graphic Designer, Brand Designer

UNICA Corp (São Paulo, Brazil)

Jan 2013 - Jan 2019

Responsible for full rebrand, twice, including creative strategic planning and customer care assets, developing new skills to obtain the best results.

Creative sprints and design thinking based on ideas from brainstorming sessions, designing all the marketing material needed to advertise.

Responsible for conceptualising campaign vision, harnessing original graphics, copy, website content, social media, and other marketing materials.

Updating Brand, segmenting and targeting. Result is roughly 25% yearly increase in revenue while reducing customer acquisition costs.

Promoting a new corporate mindset through visual guidance, manuals and video to develop and enhance internal education for 6.000+ employees and 120+ clients nationwide.

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 over \$400 mi/year in the last 04 years.

Started as a Graphic Designer and grew due to high performance.

4 Project Work Experience

• Lecturer

UNICA Corp Academy (São Paulo, 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, including professional on-set gear.

• Creative Advertisement Professor

Toricelli College (Guarulhos, Brazil)

Jan 2014 - Jan 2016

Lecturing on-campus creative direction, art direction (theoretical and practical classes) for advertisement to marketing students.

5 Volunteer Work Experience

APAF (São Paulo, Brazil)

Jan 2021 - Dec 2021

Designing social media and email campaign to raise private investment funds for the school that takes care of poor children in the centre of São Paulo.

Education

Post Graduation

Advanced Computer Graphics 3D

SENAC - Major in 3D Graphic Design

Grade Score: 10 (from 0 to 10)

Brazil (2006 - 2008)

Higher Certificate

Multimedia Design

SENAC - Major in Multimedia Design

Grade Score: 9 (from 0 to 10)

Brazil (2002 - 2004)

IT Skills

MS Word

MS PowerPoint

Windows

IOS

Adobe Creative Suite

Affinity Suite (PS, AI, IN, AE, PP)

Autodesk Maya

Keyshot

Redshift

Wordpress

HTML 5 / CSS 3

Online Portfolio

Main portfolio

www.claudiobeck.com/portfolio

Brands and Websites designed

www.ciitta.org

www.juriya.org

www.aic-ngr.com

www.zenithintel.com

www.rioverdecontractors.com

www.aeroguard.com.br

www.ninfa.com.br

www.contsec.com.br

www.excelservice.com.br