

JOANDER CRUZ

Art Director | Designer | Creative Director

joander.com 

hello@joander.com 

Remote, NY or LA 

PROFILE

With 12 years of experience, I've worked with major brands, renowned advertising agencies, startups, and TV channels, including Coca-Cola, Itaú, Samsung, Nextel, Claro, Suvilin, DMg, Oliver Latam, RAPP Worldwide, Score Group, We, FlagCX, Ambev, PUC, Midea, Rodobens, Panasonic and more. I am proactive and constantly strive to provide good solutions for the companies and projects I work on, whether independently or as part of a team. Experienced in CRM projects, AI, performance marketing, TV, animation, branding, social, offline and more.

EXPERIENCE

- Creative Director**
Senior Art Director
feb. 2012 - aug. 2025
- Freelancer or Contract**
Created advertising campaigns, visual identities, art direction, marketing email distribution, social media posts/stories, digital ads, website updates, video editing/animation and designs for various formats for brands like Coca-Cola, Quinto Andar, Suvilin, Panasonic, Moura Batteries, TecBan/Banco 24 Horas, Liquigás XP, SuperCuts, DoBem (Ambev), and Hits. Managed teams for large-scale projects.
- Senior Designer**
Motion Designer
Senior Art Director
nov. 2022- aug. 2023
- Jovem Pan News**
Redesign and creation of logos, graphics, commercials, animations and other visual assets for the channel's existing or new programs, as well as institutional content. Developed animations and infographic designs for news reports, providing art direction on various significant design projects, especially those related to graphics and studios guiding 3D Animation Designers.
- Senior Art Director**
Motion Designer
feb. 2022 - nov. 2022
- CNN Brasil**
Created visual identities, commercials, logos and animations for news programs and TV shows, emails, banners, ads, art direction for graphics/studios, thumbnails, internal communications and format automation. Most visual identity projects started with my concept direction, then passed on to 3D designers with input from the Creative Director.
- Senior Art Director**
feb. 2020 - feb. 2021
- Itaú (Oliver Latam)**
Created marketing emails, website banners, performance/digital ads, ATM visuals and contributed to the visual identity of the iupp points program. Worked daily with Itaú Personalité, Uniclass and retail. There was direct communication with the marketing team and organized demands/sprints for my team. Itaú is the biggest company in Brazil and one of the largest in Latin America.
- Digital Art Director**
mar. 2018- apr. 2019
- Samsung (Rapp Worldwide)**
Created CRM campaigns, marketing emails, events, banners and various other formats promoting the brand's smartphones, TVs, appliances, services and accessories. Responsible for developing the company's email guidelines in Brazil and standardizing its structures, which led to increased deliverability rates and improved responsive formats.
- Junior Art Director**
apr. 2014 - dez. 2016
- Nextel, Claro and Itaú (DMg)**
Developed email marketing/CRM campaigns, banners, point-of-sale (POS) materials, events, internal communications and performance marketing for Itaú, Claro and Nextel through the advertising agencies SunsetDDB and Newstyle (DMg). Created the structure/wireframes for Nextel's emails as well as the visual CRM, POS and digital guide for the brand.
- Intern**
mar. 2012 - aug 2013
- Cia Interativa**
Interned in advertising working on all segments of Rodobens company (vehicles, bank and housing). Most communications focused on retail.

EDUCATION

- Bachelor's Degree
Advertising
2010-2014

Unilago - São José do Rio Preto - SP

I got top evaluation score on the final project (10), became a reference for new students and had a project selected to represent the university in a national competition. Also served as class coordinator.

- Courses
2011-2012

Communication

Various in-person and online courses focused on design and communication.

In-Person: Web Design

Online: Animation, Art Direction, UX Design, Adobe XD, Automation, etc.

SOFTWARE AND OTHER SKILLS

- Strong communication
- Teamwork
- Team leadership
- Proactivity

Photoshop	Figma	A.I	Tray	Automation	Animation
Illustrator	MailChimp	Wix	HTML	Fotografia	Filming
XD	AfterEffects	SendPulse	UI/UX	MAC OS	SquareSpace
Indesign	Premiere	Canva	MS Office	Windows	Typography

LANGUAGES

- English **Intermediate**
- Spanish/Italian **Basic (learning)**
- Portuguese **Native**

EXTRA

- Entrepreneur
2019-2021

Kantuh - Co-livings

In parallel with my career in advertising, I managed five properties with 40 clients in high-end neighborhoods of São Paulo, SP - Brazil. Growth was rapid, expanding to five properties in just six months (renovation, furnishing and launch). In addition to management, I was responsible for contracts, inspections, client relations, prospecting new clients, negotiations with realtors, billing, service management, promotion and more.