

Edson Hayashi

edsonhayashi@live.com

[linkedin.com/in/edsonhayashi](https://www.linkedin.com/in/edsonhayashi)

5547988471607

<https://www.hayashi.nz>

Summary

With over 15 years of experience in the advertising industry, I've collaborated with marketing departments, agencies, and clients across diverse markets, focusing on creating consistent and creative communication for audiences - from its concept until the final deliver.

My portfolio in Art Direction and Graphic Design includes successful Advertising Campaigns, comprehensive brand identities, and impactful product launches. For instance, I led the conceptualization and execution of "Guerra do Imaginario" Campaign, making 27% above the goal (R\$ 2.8 mi of R\$ 2.2 mi), keeping the page conversion on 2%, while overseeing post-production area giving feedbacks to keep consistency on video deliveries.

Proficient in Adobe Creative Suite (Photoshop, InDesign, XD, Premiere, After Effects), Figma, Blender, Spark AR, and some Non-Code platforms as RD Station, Unbounce and Elementor, I utilize these tools to bring creativity and innovation to run campaigns and daily delivers.

As an AI enthusiast, I find particular inspiration in the advancements of Midjourney and Dall-E. This enthusiasm fuels my creative approach, allowing me to explore cutting-edge possibilities in visual storytelling and design.

Driven by strong organizational and leadership abilities, my goal is to deliver innovative, creative and consistent solutions that effectively meet communication needs and (exceed) expectations

Experience



Senior Art Director

Brasil Paralelo

Nov 2021 - Jun 2023 (1 year 8 months)



Art Director

Brivia

Jan 2020 - Nov 2021 (1 year 11 months)



Art Director

A2C

Oct 2017 - Jan 2020 (2 years 4 months)



Art Director

Free Multiagência

Nov 2016 - Aug 2017 (10 months)



Art Director

Seven Comunicação Total

Sep 2014 - Oct 2016 (2 years 2 months)

Art Director

Escala, Metra

Mar 2014 - Aug 2014 (6 months)



Art Director

Seven Comunicação Total

Dec 2011 - Mar 2014 (2 years 4 months)



Art Director

capela.st

Jun 2011 - Nov 2011 (6 months)



Art Director

animaLamps

Mar 2009 - Apr 2011 (2 years 2 months)

Art Director

Jul 2008 - Mar 2009 (9 months)

Art Director

Aires Comunicação

Nov 2007 - Jun 2008 (8 months)



Art Assistant

Jump Comunicação

Dec 2006 - Oct 2007 (11 months)

Intern

K2 Comunicação

Apr 2005 - Nov 2006 (1 year 8 months)

Education



G4 Educação

Organizational Leadership

2022 - 2022

ID Class

Visual Identity

Aug 2023 - Sep 2033

Layer Lemonade

Motion Design Essencial

2019 - Present

Academia Criativa

3D

3D with Cinema 4D - by Dimitri Bastos. From 17th Feb. 'til 17th May.

Academia Criativa

Motion Design

Motion Design with After Effects - by Dimitri Bastos. From 17th Feb. 'til 17th May.

Workshop9

Graphic Design

"Design: Origem, Funcionalidade e Princípios da Estética" with Saulo Mileti (Colosseo/Brainstorm 9)

Academia de Criatividade Henrique Szklo

Creative Writing

Workshop About Creative Writing with Henrique Szklo.

Lemon School

Creative Planning

Colégio Objetivo Maringá

1992 - 2002

UniCesumar

Bachelor's degree, Advertising

2003 - 2006

Skills

Marketing Materials • Artificial Intelligence (AI) • Illustrative • Digital Media • Concept Art • Growth Marketing • A/B Testing • Publicidade impressa • Prompt Engineering • Generative AI

Honors & Awards

Silver @ 2º Prêmio Colunistas Design Paraná - Colunistas Design Paraná

Oct 2010

Silver @ Logo and Stationery for Kelvin Lighting Design on 2º Prêmio Colunistas Design Paraná

Bronze @ 2º Prêmio Colunistas Design Paraná - Colunistas Design Paraná

Oct 2010

Bronze @ "Flowers Catalogue" for Colibri Móveis on 2º Colunistas Design Paraná

Silver @ 33º Prêmio Colunistas Paraná - Colunistas PR

Oct 2009

Silver @ "Pizza para todos" Billboard Series for Casarão da XV on 33º Prêmio Colunistas Paraná

Interior Agency of the Year @ 34º Prêmio Colunistas Paraná - Colunistas Paraná

Oct 2010

Mention @ SHOW UP Sul - Meio & Mensagem

Jan 2011

Mention to "Light at the end of Tunnel" on Top 20 (13th place) for Kelvin Lighting Design

Bronze @ Prêmio Central de Outdoor - Central de Outdoor

Nov 2012

Bronze @ "Delivery" billboard series on Central Nacional de Outdoor GrandPrix for Casarão da XV

Gold @ Prêmio Central de Outdoor, Seccional Paraná - Central de Outdoor

Nov 2012

Gold @ "Delivery" billboard series on Prêmio Central de Outdoor for Casarão da XV

Gold @ 6º Prêmio Catarinense CCSC - Clube de Criação de Santa Catarina

Oct 2012

Gold @ "Reflexology" Magazine Advertising on Prêmio CCSC for Riffel Safety Motowear

Gold @ 19º Prêmio de Marketing Nilo Marciano de Oliveira - Unimed

Oct 2013

Gold @ "Change your habits. Live More." Campaign on 19º Prêmio de Marketing Nilo Marciano de Oliveira for Unimed Blumenau