

DANIEL VIANA

CREATIVE DIRECTOR & SENIOR DESIGNER

SUMMARY

Resourceful Creative Director and Senior Designer from Brazil, postgraduated in Strategic Marketing (MBA). 16+ years of experience, 11 of which working in the international sports and entertainment industry. Habituated to be part on major projects, with diverse stakeholders, developing strategies and solutions for products. As a team leader, fostered teamwork and criptical thinking. Aiming to build an international career working on innovative and authentic projects that create value for brands and their audience.

CONTACT

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LANGUAGES

English Full professional proficiency
German Limited working proficiency
Portuguese Native proficiency

STRENGHTS

Committed Organised Hands on
Self Starter Communicative Positive
Passionate Professional Creative

SKILLS

Branding and Visual Identity
Creative and Art Direction
Strategic Marketing
People/Team management
Adobe Creative Cloud, HTML/CSS

PROFESSIONAL EXPERIENCE

DESIGN MANAGER

Rio2C - Rio Creative Conference - Rio de Janeiro, Brazil - Aug 2018-Present

Head of the in-house creative department at the most important creativity and innovation event in Latin America. Manages workflow and works in adaptation and development of key visuals, look & feels and concepts accross the event.

BRAND AND VISUAL IDENTITY COORDINATOR

IMM Sports and Entertainment (former IMX) - Rio de Janeiro, Brazil - Nov 2011-Mar 2018

In-house creative department leader, worked in several worldclass events creating and managing the creative team in logo design, adaptation and development of key visuals, look & feels and concepts accross multiple platforms. Responsible for maintaining brand consistence accross the events and third parties. Also partners with commercial and marketing teams to format strategies and presentation decks for sales and biz dev.

Highlights: Rio Open ATP500 (tennis); Taste of São Paulo, Taste Festivals (gastronomy); Rio2016 Summer Olympics Hospitality Program; NBA Global Games Brazil (basketball).

SENIOR DESIGNER

Brasil1 Sports and Entertainment - Rio de Janeiro, Brazil - Dec 2008-Nov 2011

In-house senior designer, worked in several worldclass events creating logos, adapting or developing key visuals, look & feels and concepts.

Highlights: UFC (mixed martial arts); Volvo Ocean Race (sailing); Megaramp (skateboard); LPGA Brazil and Web.com Tour Brazil (golf); Elton John and Radiohead concerts in Rio.

DESIGNER / COMPANY OWNER

Blumen Design and Events - Rio de Janeiro, Brazil - Jan 2005-Jun 2010

As a manager, worked from business development to graphic production.

DESIGNER

DB+ Integrated Communications - Rio de Janeiro, Brazil - May 2002-Dec 2004

Corporate image and campaign creation for institutional clients.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), STRATEGIC MARKETING

ESPM - Superior School of Marketing and Propaganda
Rio de Janeiro, Brazil - 2015-2016

BACHELOR'S DEGREE, GRAPHIC AND PRODUCT DESIGN

ESDI - UERJ - Rio de Janeiro State University
Rio de Janeiro, Brazil - 1997-2001

OVERSEAS EXPERIENCE

Volkshochschule, Stuttgart, Germany. German course, 3 months (2006).
University of California, Riverside, USA. English course, 1 month (1995).
England, Mexico, Argentina, Czech Republic plus other 10 countries, tourism.