

**øculto**

design studio



øculto is a Brazilian design studio  
that exists to serve people, business  
and brands worldwide with purpose.

our motivation:

form a diverse community of creative and curious people, that thrives to serve with authenticity and purpose.

// propósito

øculto we value the hidden place™

# how we serve

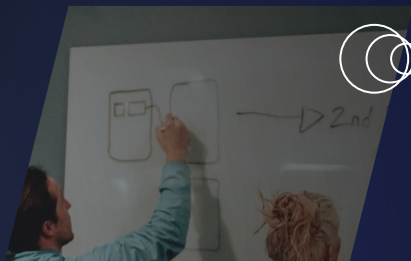
What people see is a result of the process to get it done.



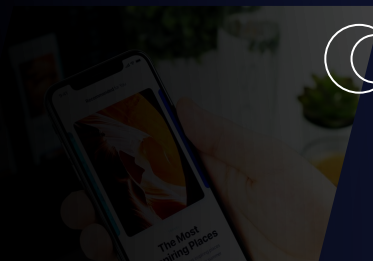
Designing the  
**Business Strategy**  
with a **Clear Purpose**



Designing  
**Opportunities** to solve  
**Market Gaps**



Defining How to Better  
**Serve The User**



Designing the  
**User Experience**  
and **Branding**

// our approach

**We serve our best with:**

Tailored chosen talents  
Proven methodology  
Market Expertise  
and Great Conversations

**businesses and partners**  
speak out their ideas and necessities

**øculto**  
we actively hear  
and bring solutions through creativity

# the result



## The user perspective

A product that serves the user's real needs, truly relevant



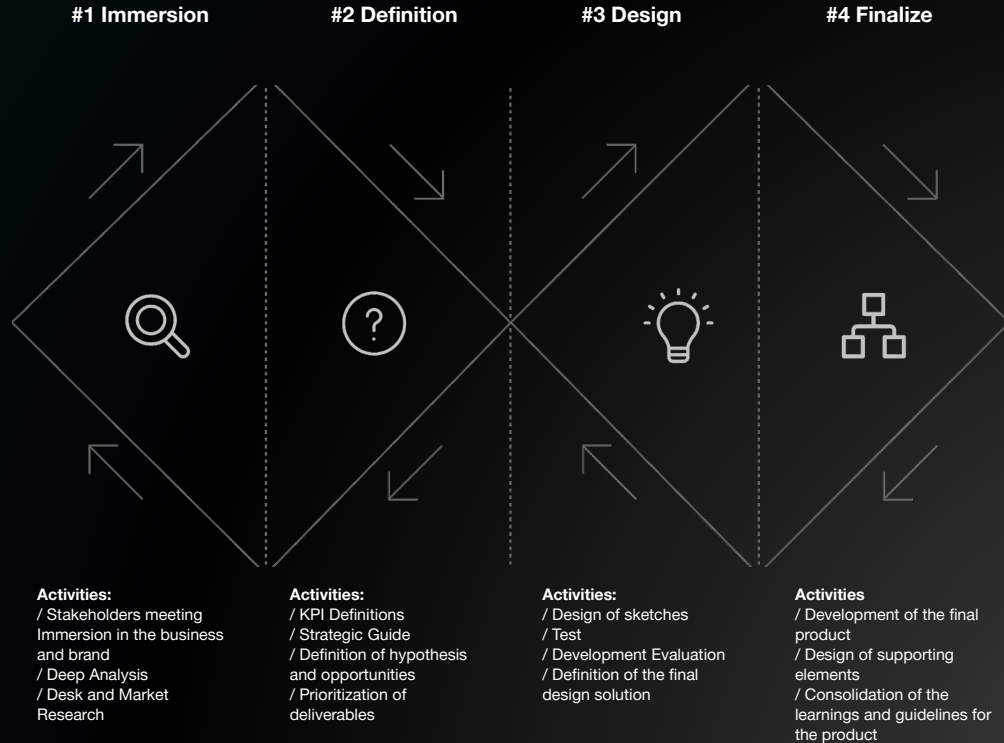
## The business perspective

A product that not only solves a problem, but pushes the brand/company into a new level.

// how?

## the methodology

working with world-class methodologies as the *double diamond* enables us to understand the problem with clarity and act on it with the approach that better serves the customer and the business.



// leadership



**ICONI NEVES**  
CULTURE LEADER

Fearless in the search of truthful expressions, is an artist and producer that seeks a path of authenticity in everything that produces. With experience in organizational management and events to foster creative communities. As a cultural agent, unifies HR management with actions and experiences that cultivates the purpose of the studio.



**LUCAS H. CAMARGO**  
CREATIVE LEADER

A multidisciplinary designer that loves expression and conversations about purpose. Has a degree in Visual Communication and Product Design at Fine Arts College and sees design as a tool to serve and materialize creative solutions. Have been a leader serving companies like Volvo and Curaprox. Nowadays has his primary focus on Branding and Product Design.



**GUSTAVO DORNELLES**  
STRATEGY LEADER

A provocative artist, works with strategy in communication for more than 10 years and has developed projects with companies like Nike, Africa agency and R/GA. His role is to contribute that every client have their needs met through creative design solutions.



**GABRIEL P. GOMES**  
DESIGN LEADER

Loves the simplicity of things and truthful connections. Has been leading experience design projects (UX) in Brazil, United States, Colombia, Australia and Qatar. Believes in the power of design to transform the relationship people have with products, services and business. Has worked with Accenture, Fjord, C6 Bank, Santander, United Health Group, Avianca and Yahoo!.

people and  
clients we've  
been serving:

CHAZZ®



BRAHMA

rede

grão

MERCADOBAR  
BEER · COMER · LEVAR

piccoli  
CUCINA

ambev



SulAmérica

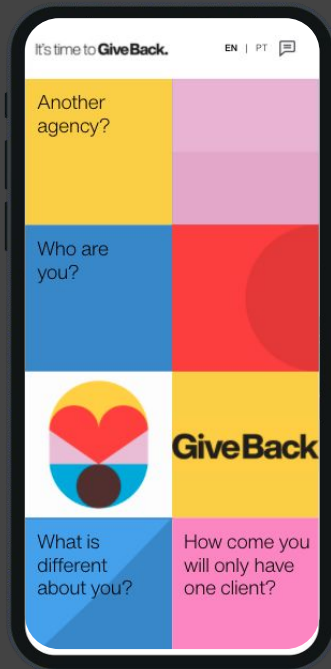
genial  
care



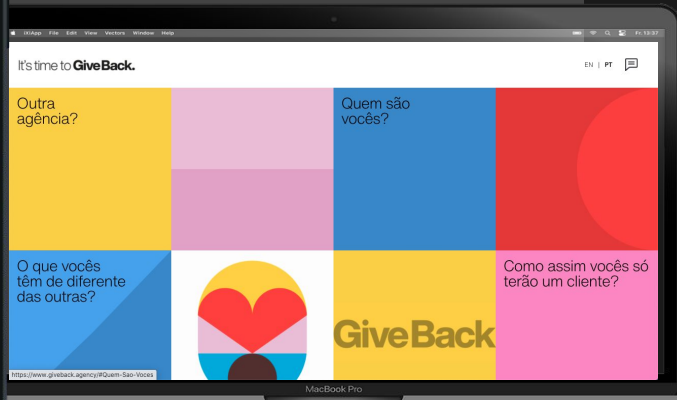


## Digital Product

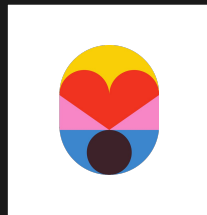
[giveback.agency](https://giveback.agency)



Website developed by  
øculto:  
[giveback.agency](https://giveback.agency)



client:  
**giveback agency**

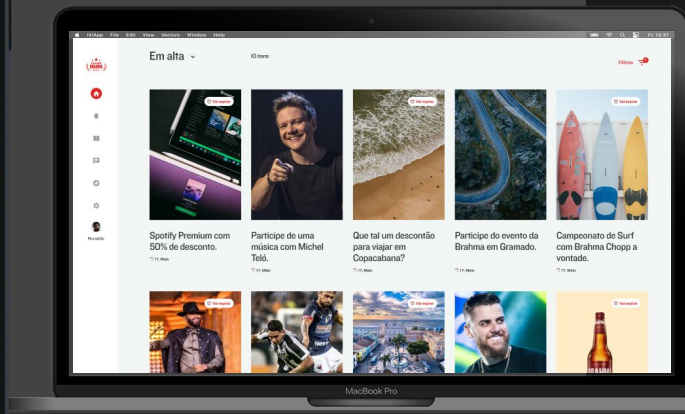
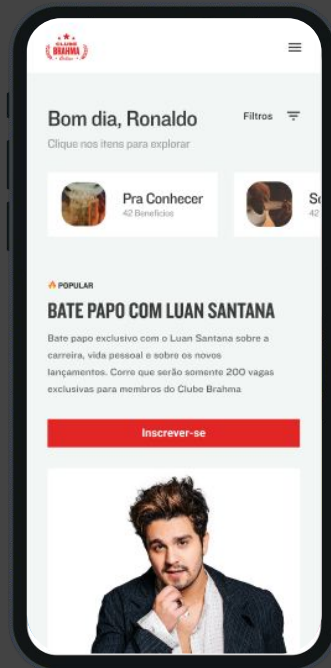


Site developed for the launch of Giveback, an advertising agency formed by Rui Branquinho, André Torres, Mônica Sweet and Luciana Rodrigues with the focus of working with creative projects that contribute to the world in a relevant way.

The solution is a responsive website that tells the story of the project and the company's purpose in a clear and interactive way.

## Service Design & Digital Product

soon



client:  
**Brahma/Ambev**

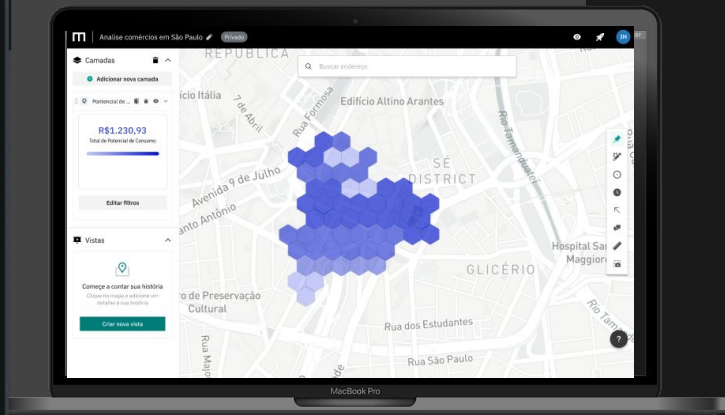
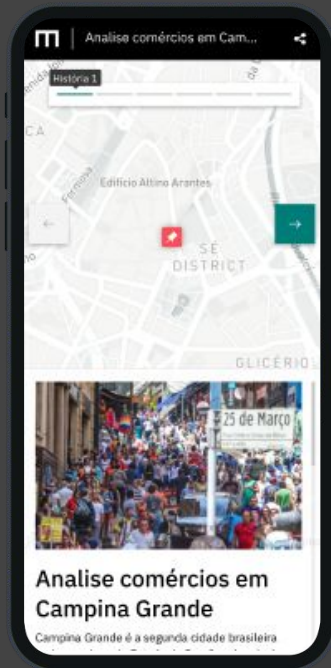


With the premise of becoming a brand that meets the needs of its customers beyond beer, Brahma wanted to understand how it could serve its consumers.

To this end, a strategy project was carried out where the value proposition of a new digital service was defined, which was made tangible in a responsive website that is currently in the development stage.

## Digital Product

soon



client:  
**Mapfry**



With an innovative geomarketing service, Mapfry was founded by experienced professionals in the market who saw an opportunity to act, and to differentiate through experience.

A website with advanced features was developed using map technologies and data interpretation algorithms.

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# nobody does anything alone

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