





 **CONTACT**
hello@isaque.me
isaque.me (Portfolio)
isaque.me/linkedin (Linkedin)

 **TOP SKILLS** ABRIDGED

① **BEHAVIORAL RESEARCH & STRATEGY**
R • SPSS • PSYCHOMETRIC SCALE CONSTRUCTION
SURVEY/EXPERIMENT DESIGN • INFERENTIAL STATS
BUSINESS DESIGN • POSITIONING

② **CREATIVE CONCEPTING**
BRAND-CULTURE PLATFORMS • PUBLIC SPEAKING
CULTURAL PRODUCT PIECES • FILMMAKING • AUDIO
DIGITAL DESIGN • BEHAVIORAL INTERVENTION DESIGN

③ **WEB DEVELOPMENT**
REACT • TYPESCRIPT • NEXT.JS • TAILWIND CSS
POSTGRESQL • RAPID PROTOTYPING • FIGMA

 **LANGUAGES**

ENGLISH (NATIVE/BILINGUAL)
PORTUGUESE (NATIVE/BILINGUAL)
SPANISH (FULL PROFICIENCY)
HUNGARIAN (ELEMENTARY) • DUTCH (ELEMENTARY)

 **HONORS & AWARDS** ABRIDGED

2024 LIA (DESIGN: ZEITGEIST)
 SILVER (HEINEKEN)

2024 CANNES LIONS (B2B: LONG-TERM BB)
 BRONZE (HEINEKEN)

2024 D&AD (DIRECT / INTEGRATED)
 WOOD PENCIL (HEINEKEN)

2024 CLIO (XP/ACTIVATION)
 BRONZE (HEINEKEN)

2023 CANNES LIONS (DIRECT: FOOD/DRNK)
 BRONZE (HEINEKEN)

2023 LIA (TRANSFORM. BUSINESS IMPACT)
 GOLD (HEINEKEN)

2022 CANNES YOUNG LIONS (DIGITAL)
 BRONZE (UNITED NATIONS)

2022 YOUNG LIONS NL
 GOLD (FAIRPHONE)

2022 YOUNG LIONS NL
 SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL
 HONORS (BUMA X YOUTUBE)

2021 YOUNG LIONS NL
 BRONZE (CONCERTGEBOUW)

AMSTERDAM MOBILITY CHALLENGE
 SILVER (ADE)

 **PASSPORTS**
BRAZILIAN
ITALIAN 



ISAQUE SENEDA


FULL-STACK DEVELOPER & BEYOND
AMSTERDAM, NETHERLANDS

≡ SUMMARY


I HELP COMPANIES --> ① UNDERSTAND THEIR POSITION IN THE WORLD --> TO CREATE ② MEANINGFUL CAMPAIGNS AND ③ USEFUL PRODUCTS.




EXPERIENCE TOP PICKS


 **MEGA TABLE**
FOUNDER + STATS INSTRUCTOR + DEVELOPER
JAN 2021 - DEC 2021 (1 YEAR)
SÃO PAULO, BRAZIL


→ A subscription-based education platform for inferential statistics;
→ Method used by over 2000+ college students, part of UvA BSc syllabus.


 **MENSA INTERNATIONAL**
FULL-STACK DEVELOPER + UX / UI DESIGNER
JUL 2024 - SEP 2024 (3 MOS)
AMSTERDAM, NETHERLANDS


→ Full-stack development within a team of 2 (Next.JS, Prisma, Tailwind);
→ UX/UI redesign for a new SIG (Special Interest Group) events platform.


 **2049 INVENTIONS** • STRATEGIST + CREATIVE + DEVELOPER
NOV 2023 - PRESENT (1 YR) • AMSTERDAM, NETHERLANDS


 **LE PUB** • PRODUCT STRATEGIST + BEHAVIORAL DATA ANALYST (GLOBAL)
JUN 2021 - DEC 2023 (2 YRS 7 MOS) • AMSTERDAM, NETHERLANDS


 **MIAMI AD SCHOOL** • GUEST LECTURER
NOV 2023 - JAN 2024 (3 MOS) • BERLIN, GERMANY


 **WINEPOPPER** • HEAD OF BRAND & PRODUCT STRATEGY + DEVELOPER
JAN 2021 - DEC 2021 (1 YR) • SÃO PAULO, BRAZIL

 **PUBLICIS GROUPE** • ART DIRECTOR & CREATIVE STRATEGIST
JUN 2021 - SEP 2023 (4 MOS) • AMSTERDAM, NETHERLANDS

 **MUSEU DO AMANHÃ (MOTI)** • BRAND STRATEGIST & DIGITAL DESIGNER
NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS) • AMSTERDAM, NETHERLANDS

 **CENTRAL ENGENHARIA ELÉTRICA** • TRAINEE SERVICE DESIGNER
JUL 2018 - JAN 2019 (7 MOS) • SÃO PAULO, BRAZIL


 **ARENAS ESPM** • TRAINEE ART DIRECTOR & CREATIVE STRATEGIST
FEB 2016 - JUL 2016 (6 MOS) • SÃO PAULO, BRAZIL

 **SYNERGY KOELLE** • E-SPORTS ATHLETE (GOOGLER)
FEB 2008 - NOV 2015 (7 YRS 10 MOS) • SÃO PAULO, BRAZIL


EDUCATION

@ **d.MBA**
COHORT, BUSINESS DESIGN

 **ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY ROTTERDAM**
MSc, MARKETING MANAGEMENT

 **FACULTY OF SOCIAL & BEHAVIOURAL SCIENCES, UNIVERSITY OF AMSTERDAM**
BSc, COMMUNICATION SCIENCE ( HONOURS)
MINOR, BUSINESS ADMINISTRATION

 **JONGEHONDEN / YOUNGDOGS**
PORTFOLIO COMPETITIONS, ART DIRECTION & CREATIVE STRATEGY

 **PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL**
STUDY ABROAD, COMMUNICATION DESIGN

 **WILLEM DE KOONING ACADEMY**
PROPEDEUSE, AUDIOVISUAL DESIGN

 **ESCOLA SUPERIOR DE PROPAGANDA E MARKETING**
PORTFOLIO SCHOOL, ADVERTISING & MARKETING

 **ROTARY INTERNATIONAL**
YOUTH EXCHANGE PROGRAM, HUNGARY

PROJECTS

