ISAQUE SENEDA

FRONT-END DEVELOPER + UX & BEYOND
AMSTERDAM, NETHERLANDS

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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 🇪🇺

SUMMARY

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

① **BEHAVIORAL RESEARCH & STRATEGY**
BRAND + PRODUCT STRATEGY FROM TAILORED STUDIES

② **CREATIVE CONCEPTING**
CULTURALLY RELEVANT CAMPAIGN STRATEGIES + IDEATION

③ **WEB DEVELOPMENT**
UX/UI WITH QUICK FULL-STACK IMPLEMENTATION

EXPERIENCE (TOP PICKS)

MEGA TABLE
FOUNDER + UX + DEVELOPER
OCT 2017 – PRESENT (7 YRS 5 MOS)
AMSTERDAM, NETHERLANDS
→ 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

MENSA CAMP
WEB APP

MEGA TABLE
WEB APP

WINEPOPPER
E-COMMERCE

THE FEED PEEK
UI (24H COMPETITION)