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 (PITCHING)
CULTURAL PRODUCT PIECES • FILMMAKING • AUDIO
DIGITAL DESIGN • BEHAVIORAL INTERVENTION DESIGN

3 WEB DEVELOPMENT

REACT • NEXT.JS • TAILWIND CSS
RAPID PROTOTYPING • FIGMA • AGILE

LANGUAGES

ENGLISH (NATIVE/BILINGUAL)

PORTUGUESE (NATIVE/BILINGUAL)

SPANISH (FULL PROFICIENCY)

HUNGARIAN (ELEMENTARY) · DUTCH (ELEMENTARY)

HONORS & AWARDS (ABRIDGED)

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

2024 D&AD (DIRECT / INTEGRATED)

₩00D 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)

PBRONZE (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

SENIOR PRODUCT DESIGNER

AMSTERDAM, NETHERLANDS

SUMMARY

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

① BEHAVIORAL RESEARCH & STRATEGY

CONDUCTING PSYCHOMETRIC AND BEHAVIORAL STUDIES TO INFORM BRAND AND PRODUCT STRATEGIES.

② CREATIVE CONCEPTING

CRAFTING CULTURALLY RELEVANT CAMPAIGNS THAT ALIGN WITH EMERGING NARRATIVES.

3 WEB DEVELOPMENT

DESIGNING AND CODING WEB APPS, SWITCHING BETWEEN UX/UI AND DEVELOPMENT TO STAY FAST.

EXPERIENCE (ABRIDGED)

MEGA TABLE

FOUNDER + BEHAVIORAL STATS INSTRUCTOR OCT 2017 - PRESENT (7 YEARS 1 MONTH)

AMSTERDAM, NETHERLANDS

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

™ PUBLICIS ITALY (LE PUB)

BEHAVIORAL DATA ANALYST / PRODUCT STRATEGIST (GLOBAL) JUN 2021 - DEC 2023 (2 YEARS 7 MONTHS)

AMSTERDAM, NETHERLAND

- → Joined the global Heineken Data Lab in quant research and strategy;
- ightarrow Creative/product strategy + ideation at Le Garage (inventions team).

WINEPOPPER

HEAD OF BRAND & PRODUCT STRATEGY

JAN 2021 - DEC 2021 (1 YEAR)

SÃO PAULO, BRAZIL

- → Managed R&D, brand, and product strategy for a gas wine opener startup;
- → Sold out in a week with launch of new brand + website UX + campaign.

MUSEU DO AMANHÃ (MOTI)

BRAND STRATEGIST & DIGITAL DESIGNER

NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)

AMSTERDAM, NETHERLANDS

- → Storytelling agency for sustainability museums worldwide.
- → Led development of FORMS' global brand identity (visual + strategic);

■ CENTRAL ENGENHARIA ELÉTRICA

TRAINEE SERVICE DESIGNER
FEB 2016 - JUL 2016 (6 MONTHS)

- → Service design traineeship for a local electrical engineering firm;
- → Developed and implemented a new employee service model (€12k savings/year).

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

RESULTS RESULT

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