CONTACT

hello@isaque.me

isaque.me (Portfolio) isaque.me/linkedin (Linkedin)

O 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

XA 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)

₩00D PENCIL (HEINEKEN)

2024 CLIO (XP/ACTIVATION) BRONZE (HEINEKEN)

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

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

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

2022 YOUNG LIONS NL

₩ GOLD (FAIRPHONE)

2022 YOUNG LIONS NL SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL

M 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.

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

TOP PICKS

MEGA TABLE

FOUNDER + STATS INSTRUCTOR + DEVELOPER JAN 2021 - DEC 2021 (1 YEAR)

- → 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)

- → 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
- PUBLICIS GROUPE · ART DIRECTOR & CREATIVE STRATEGIST JUN 2021 - SEP 2023 (4 MOS) · AMSTERDAM, NETHERLANDS
- MUSEU DO AMANHÃ (MOTI) · BRAND STRATEGIST & DIGITAL DESIGNER
- **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)

⇔ 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)

■ JONGEHONDEN / YOUNGDOGS

MINOR, BUSINESS ADMINISTRATION

PORTFOLIO COMPETITIONS, ART DIRECTION & CREATIVE STRATEGY

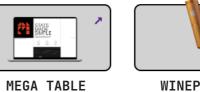
- PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL STUDY ABROAD, COMMUNICATION DESIGN
- **™** WILLEM DE KOONING ACADEMY
- PROPEDEUSE, AUDIOVISUAL DESIGN
- ESCOLA SUPERIOR DE PROPAGANDA E MARKETING PORTFOLIO SCHOOL, ADVERTISING & MARKETING
- ROTARY INTERNATIONAL

YOUTH EXCHANGE PROGRAM, HUNGARY

PROJECTS



MENSA CAMP



WINEPOPPER



THE FEED PEEK

