

**LIVIA
LANZELLOTTI
NISHIBE**

Portfolio
2023–2019

CV

2025-2027

Master in Artistic Procedures
at São Paulo State University (UNESP)

2020-present

Freelance

at TIDAL, REBU, AlmappBBDO, Tátil

2021-2023

Designer Mid-weight / Sr. at Hardcuore

2019

Designer at Interbrand

2018-2019

Designer Jr. at Pharus Bright Design

2014-2016

Exchange in Germany at HfG Offenbach
Summer Camp at Bauhaus Dessau

2012-2017

Product Design
at São Paulo State University (UNESP)

Clients (2024-2018):

Burger King
Natura (Ekos)
Itaipava
Bold Snacks
Americanas (Meemo)
Sublyme
Reserva (Reversa)
Arezzo (Alme, Brizza)
Ambev (inovação)
Caffeine Army
Tia Sônia
Gyra+
Banco Inter
LafargeHolcim
Quem Disse Berenice
Volkswagen Caminhões
Cargill (Liza, Maria, Purilev)
Asia Shipping
Telhanorte
LATAM Pass
Coca-Cola (Dell Valle)
Natura (Erva Doce)

Experiences:

Brand Design;
Visual Identity;
Art Direction;
Packaging;
Branded Environment;
Marketing Campaigns;

Features:

Bienal di Diseño Madrid 2020
Brasil Design Awards 2019
Tomie Ohtake & Leroy
Merlin Design Award 2019

SELECTED WORKS: PACKAGING

Bold Snacks (2023);
Caffeine Army (2021);
Tia Sônia (2021);
Gota (2020);
Cargill (2019);

BOLD SNACKS (2023)

Rebranding.

Agency: Hardcuore
Role: lead designer

Tasks: visual identity, packaging design, logo custom type art direction, illustration art direction

Creative Direction: Rafael Cazes

Strategy: Felipe Teobaldo

Design: Livia Nishibe, Kaique Valente, Davi Friese,
Beatriz Janoni, Lucca Pineschi

Type: Rob Clarke

Ilustração: Lambuja

Print: Bruno Longhi

Content: Thayse Tsu, Talita Barcelos

Project Management: Maria Clara Rigon, Melk Kodev

Packshot: Nicole Amorim, Gustavo Schinner



BOLD®





PROTEÍNA REAL. SABOR SURREAL.





SUBLYME (2022)

Rebranding.

Agency: *Hardcuore*
Role: *lead designer*

Tasks: *visual identity, packaging design, logo design, brand book*

Creative Direction: *Breno Pineschi*

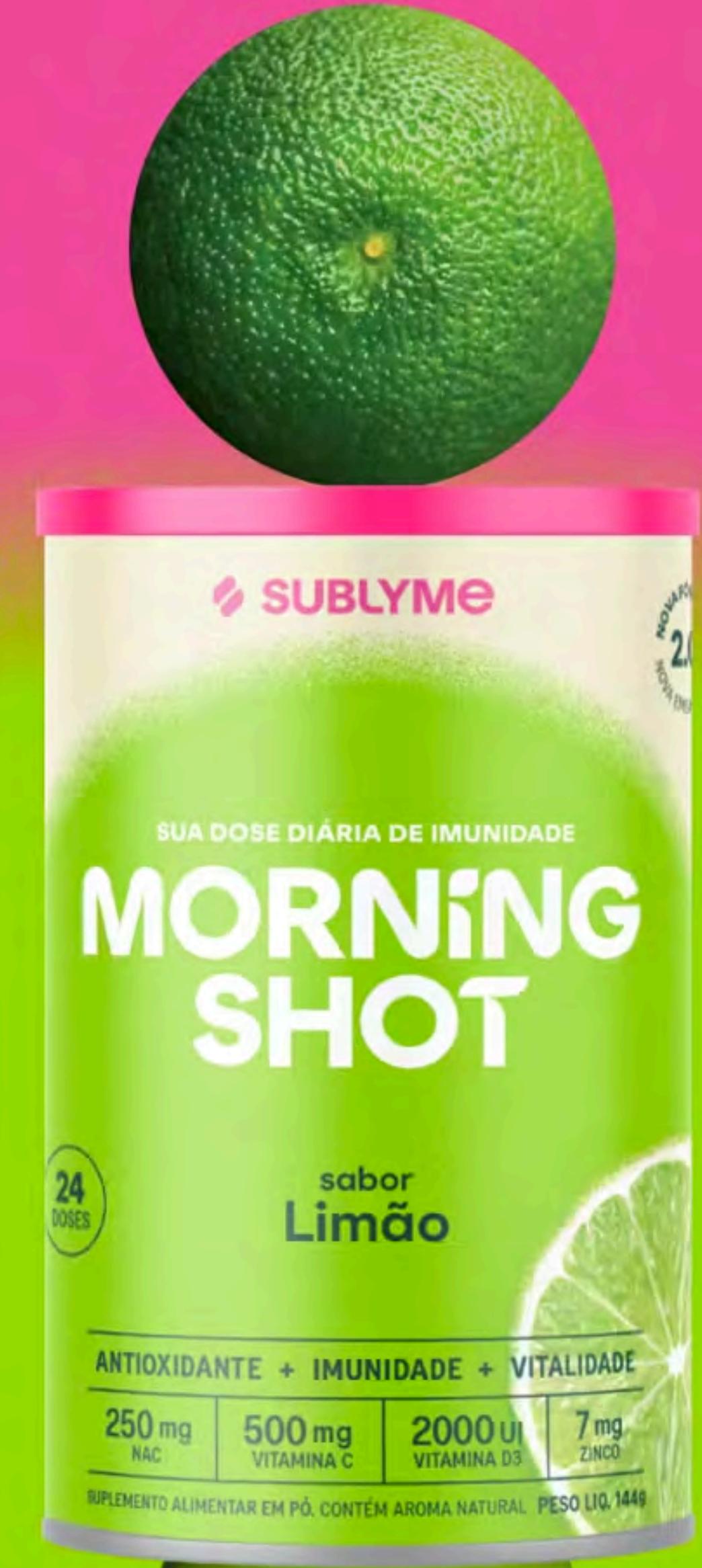
Strategy: *Felipe Teobaldo*

Design: *Livia Nishibe, Carolina Pinheiro, David Martins*

Content: *Camila Flor, Talita Barcelos*

Project Management: *Fernanda Rodrigues, Juliana Badu*

Packshot: *Estudio Bloom*



SUBLYME



Sua dose
diária de
imunidade

Acordar com
o pé direito
e manter
de pé sua
imunidade





CAFFEINE ARMY (2021)

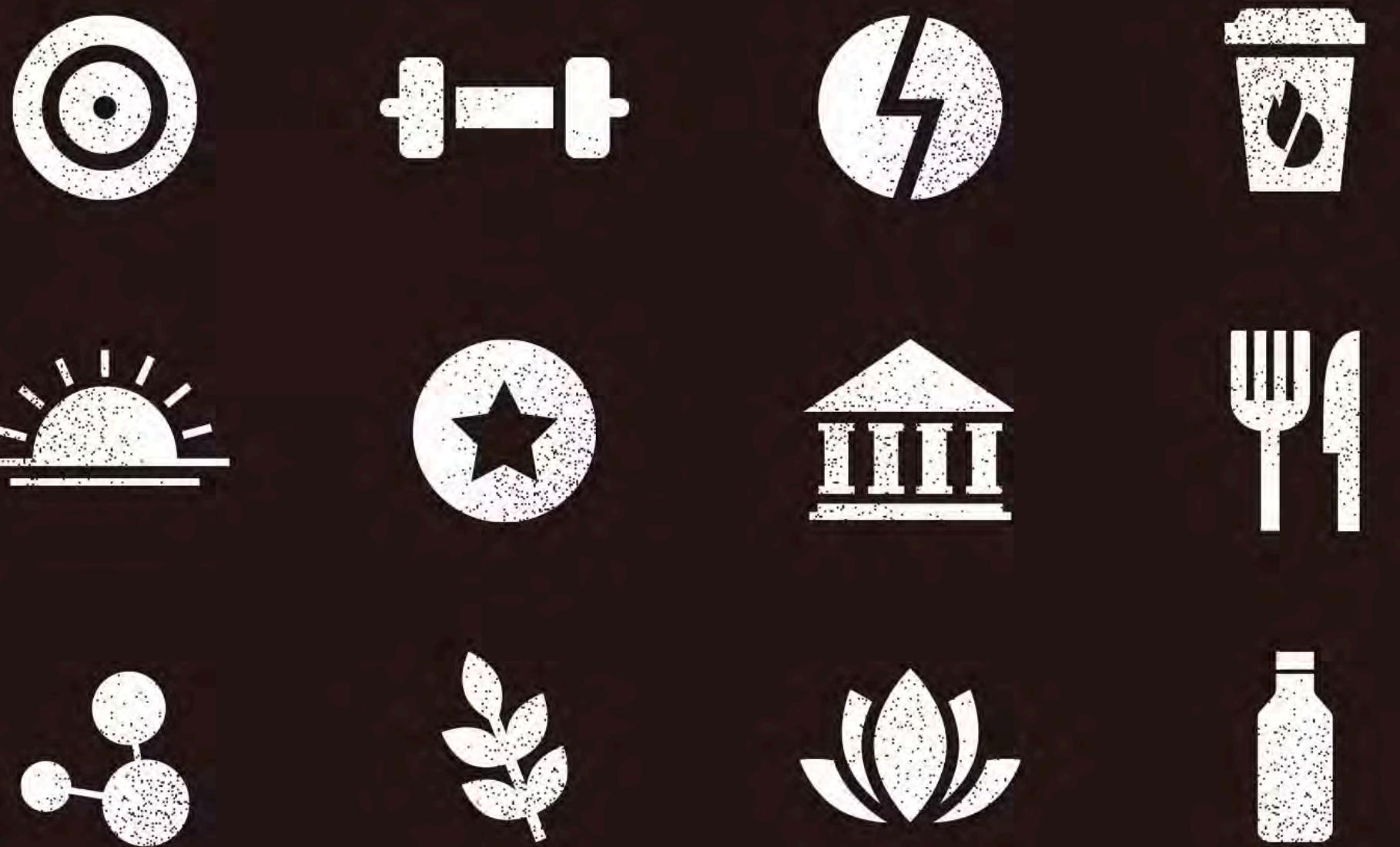
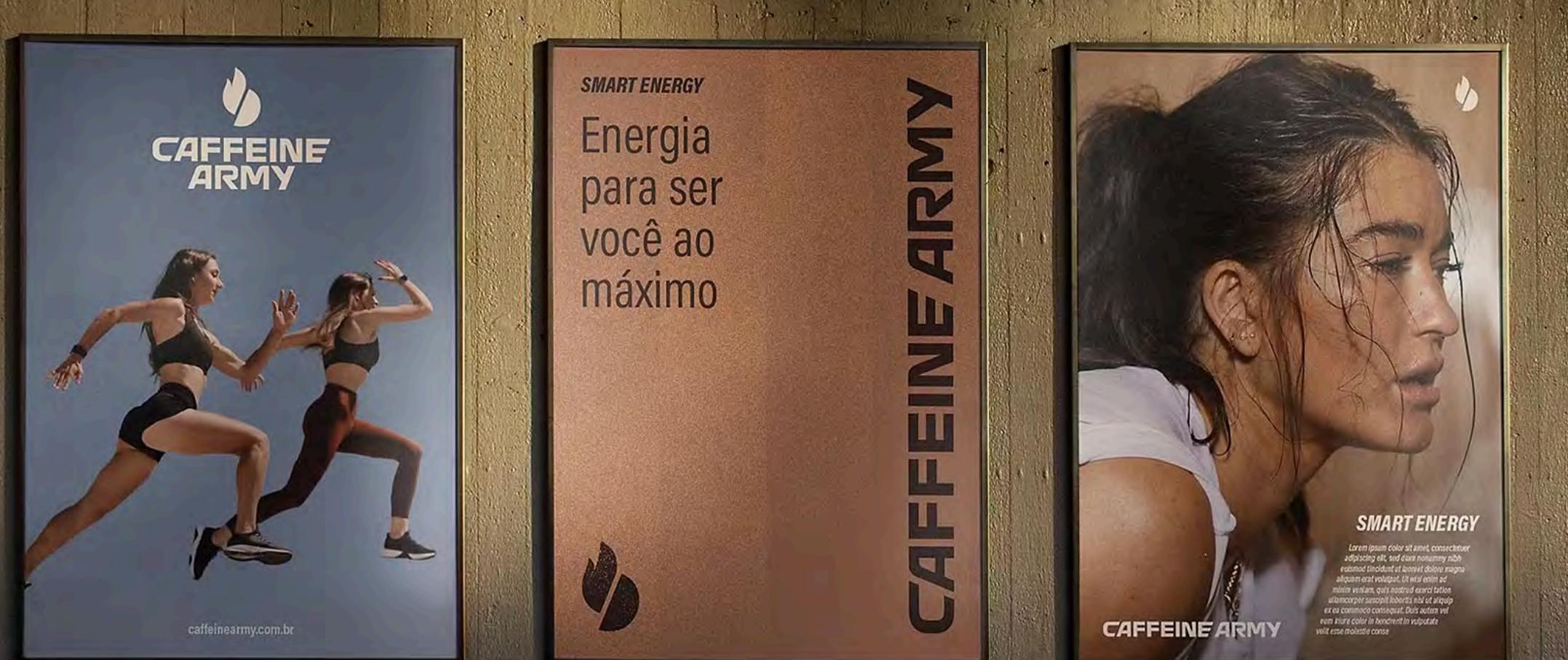
Rebranding.

Agency: Hardcuore
Role: designer

Tasks: visual identity, packaging design, logo custom type design, brand book



Creative Direction: Breno Pineschi, Patricia Clarkson
Design: Livia Nishibe, Kaique Valente, Carolina Pinheiro, Lucca Pineschi
Content: Jéssica Pádua, Talita Barcelos
Project Management: Fernanda Rodrigues, Mariana Taubold, Juliana Badi
Packshot: Rafaella Azevedo





TIA SÔNIA (2021)

Brand and packaging redesign.

Agency: Hardcuore

Role: designer

Tasks: logo design, illustration art direction, packaging design

Creative Direction: Breno Pineschi

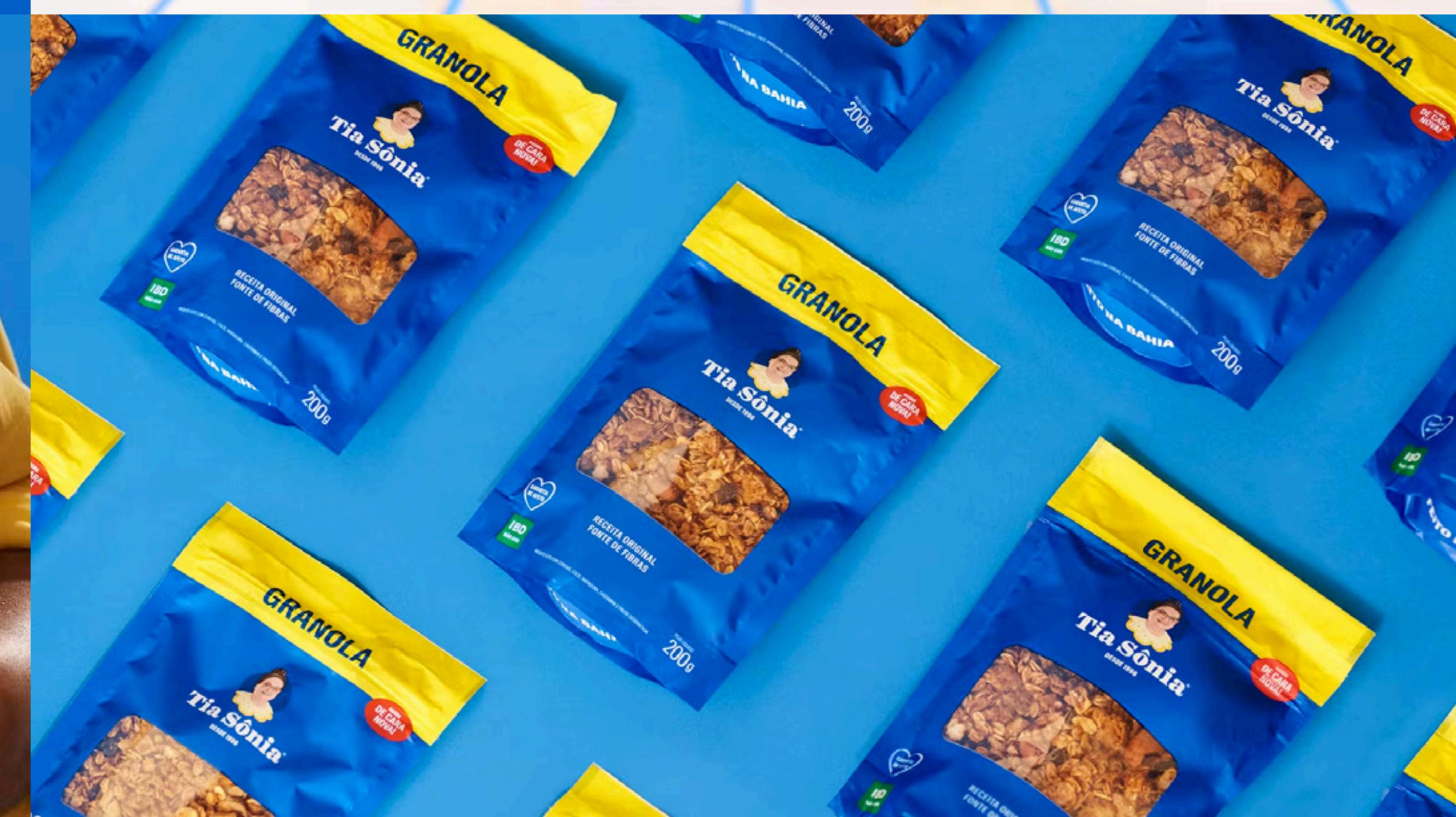
Design: Livia Nishibe, Beatriz Janoni, Lucca Pineschi

Content: Gabriela Barbosa, Talita Barcelos

Project Management: Juliana Bach

Illustration: Renata Bassur, Bob Case







GOTA (2020)

Rebranding.

Role: *independent designer*

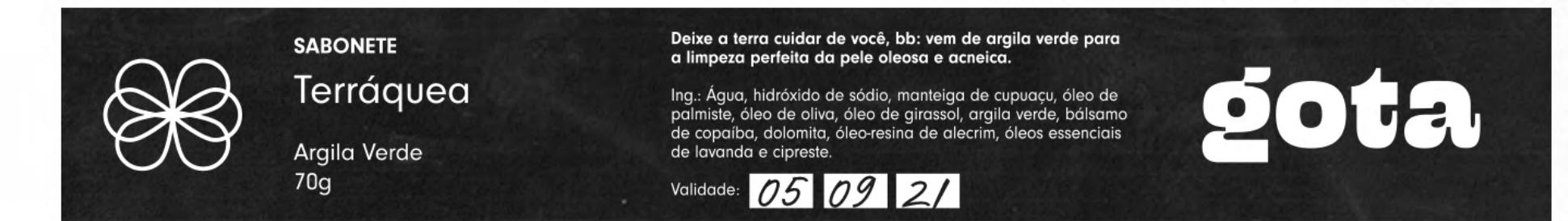
Tasks: *visual identity, copywriting, logo design, packaging design, photography, brand book*

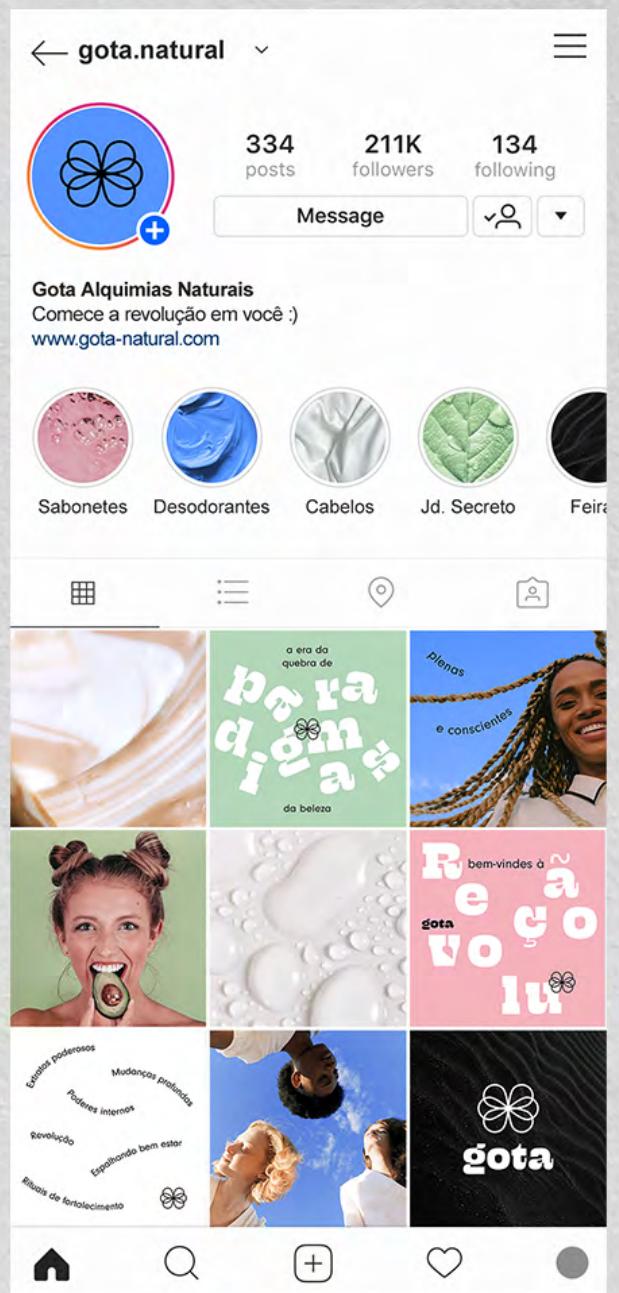












CARGILL (2019)

Rebranding.

Agency: *Interbrand*

Role: *product designer*

Tasks: *bottle shape design*

Creative Direction: *Sergio Cury*

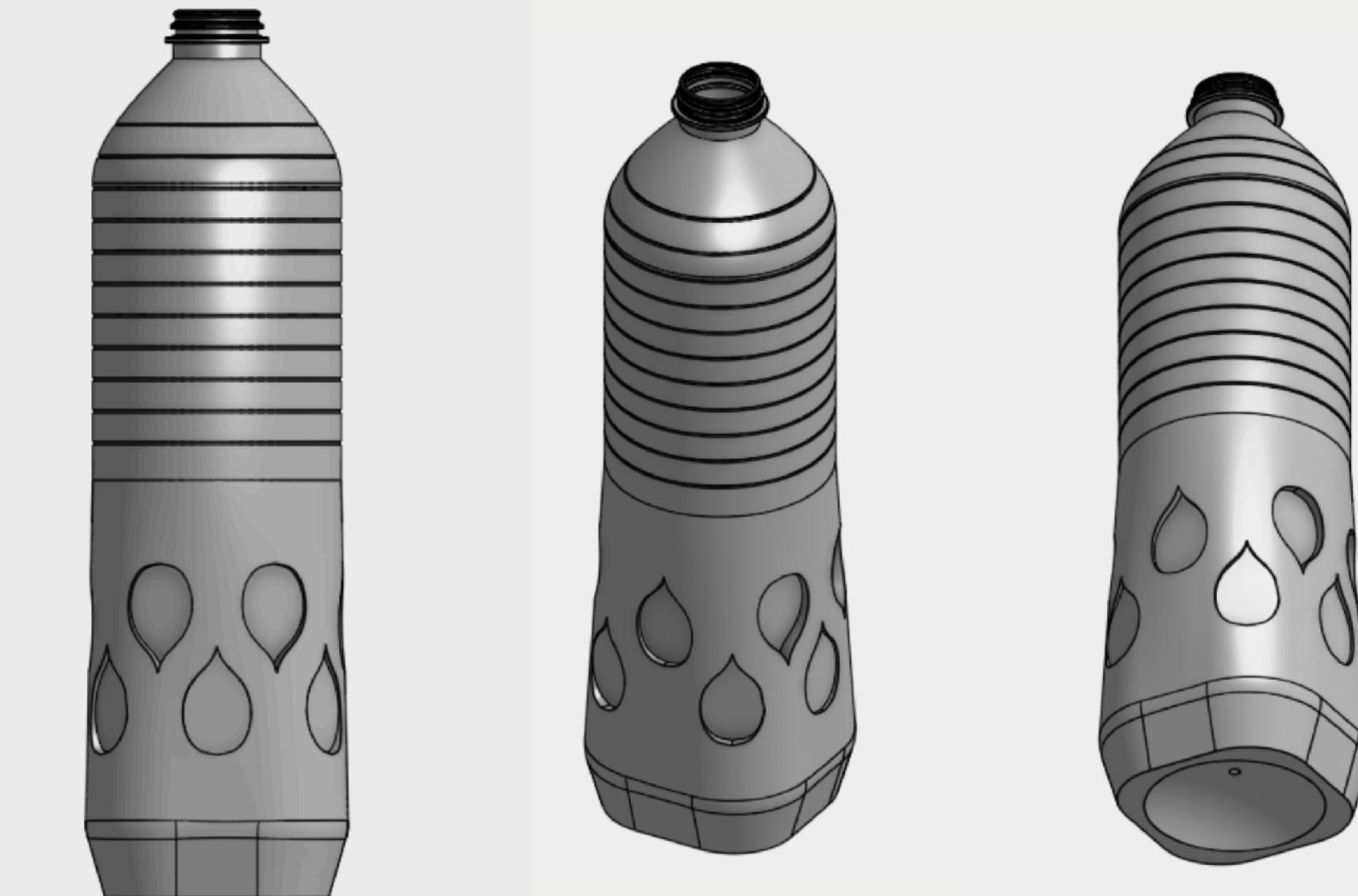
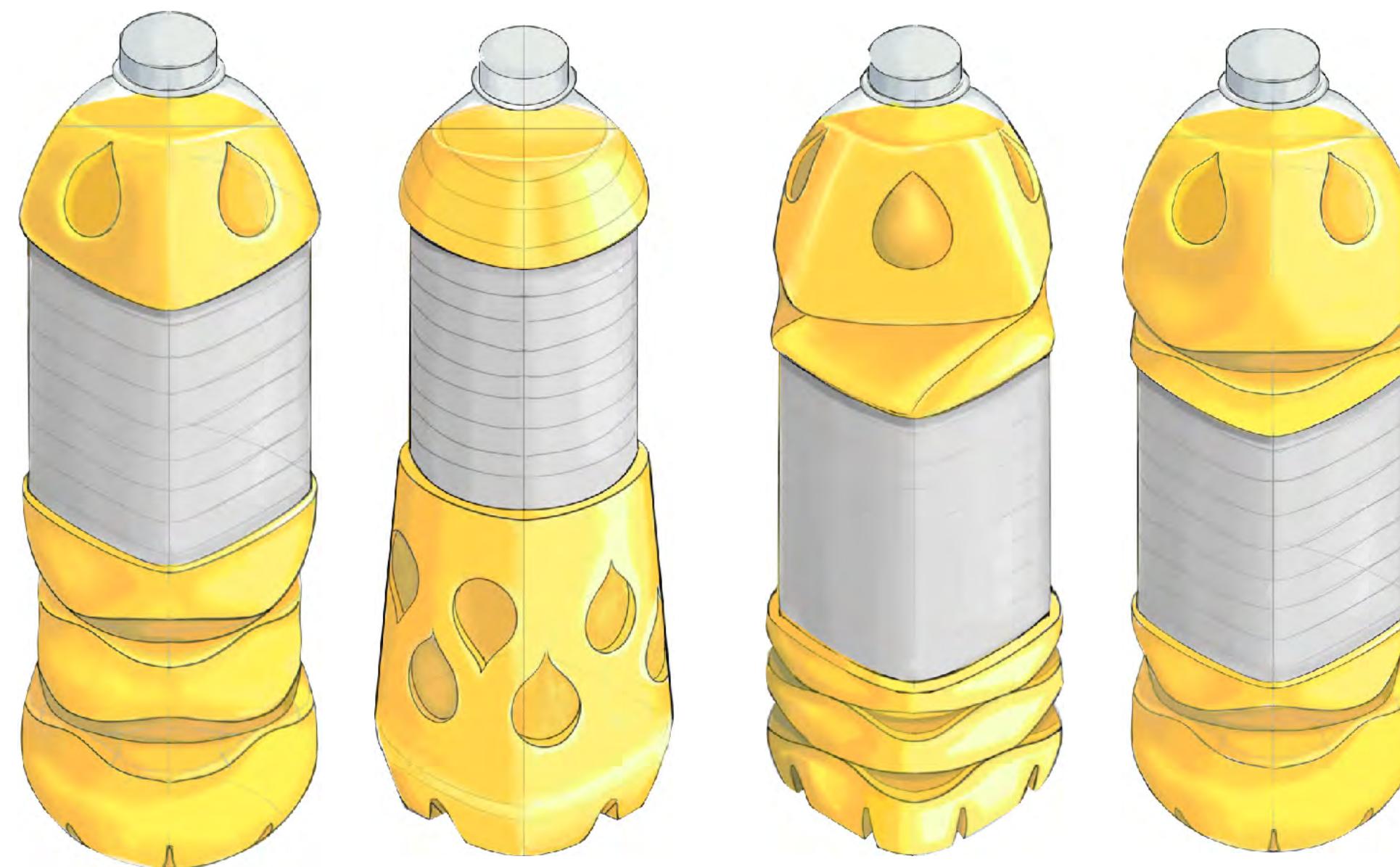
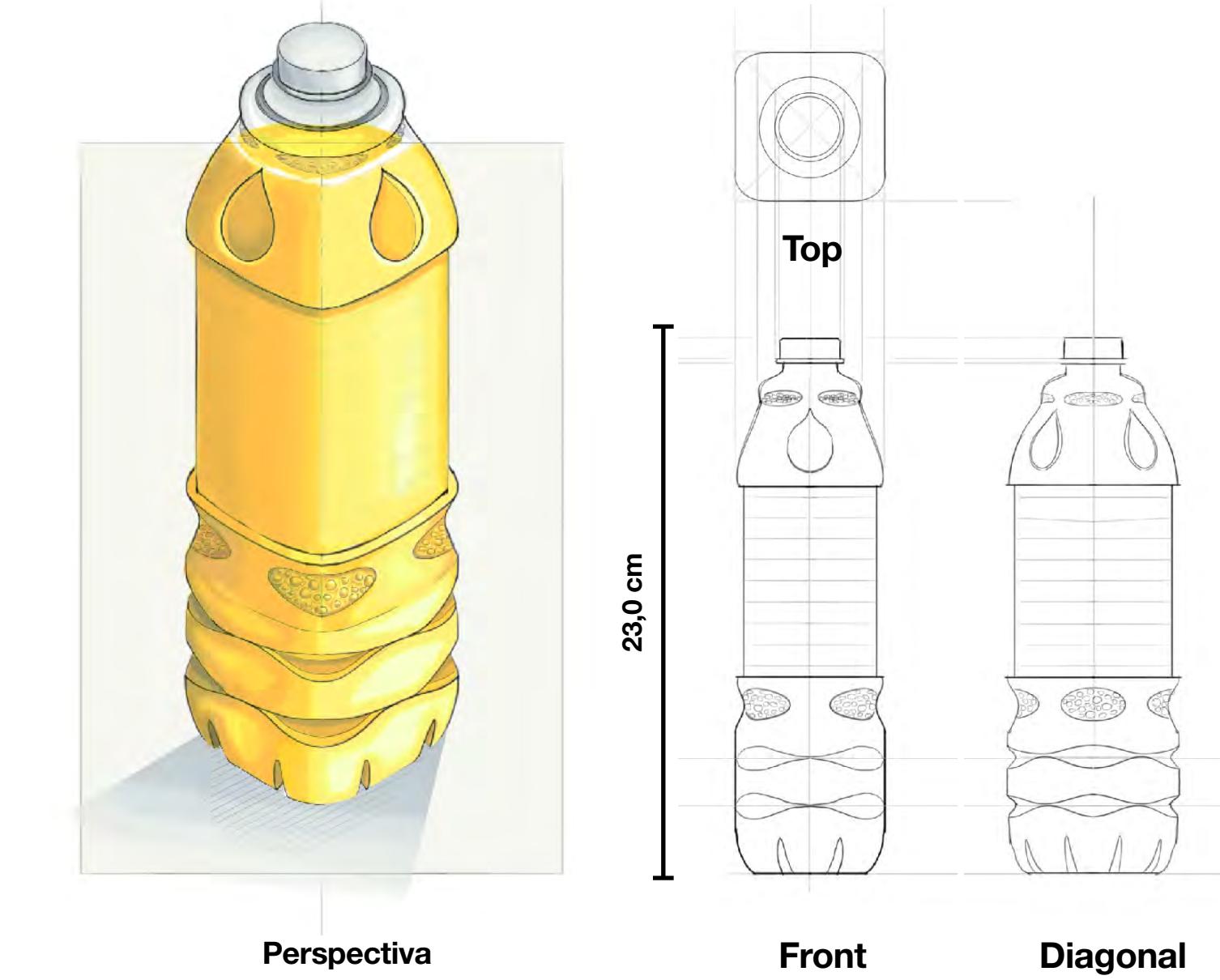
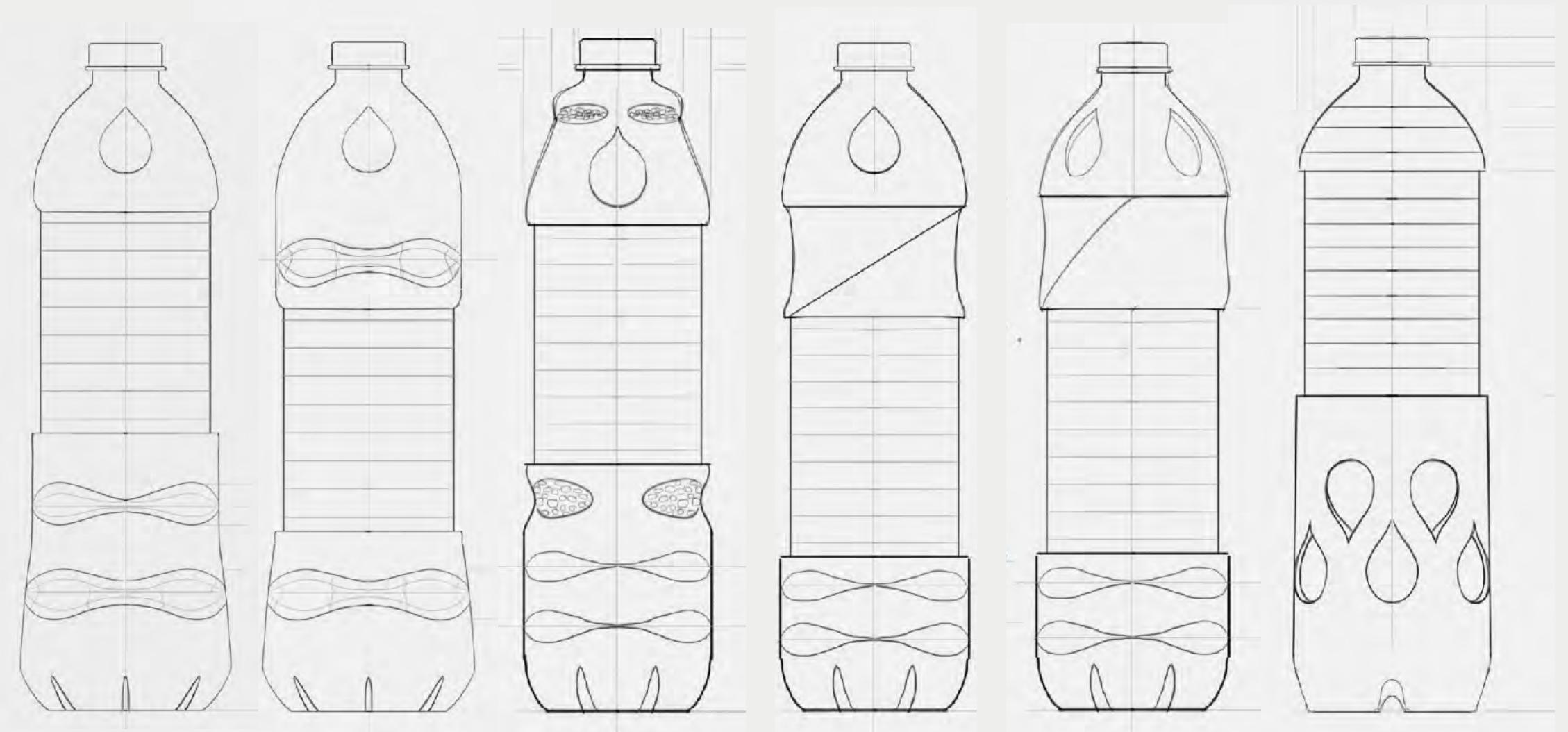
Design Management: *Gil Botari*

Graphic Design: *Victor Garcia, Juliana Maklouf*

Shape Design: *Livia Nishibe*

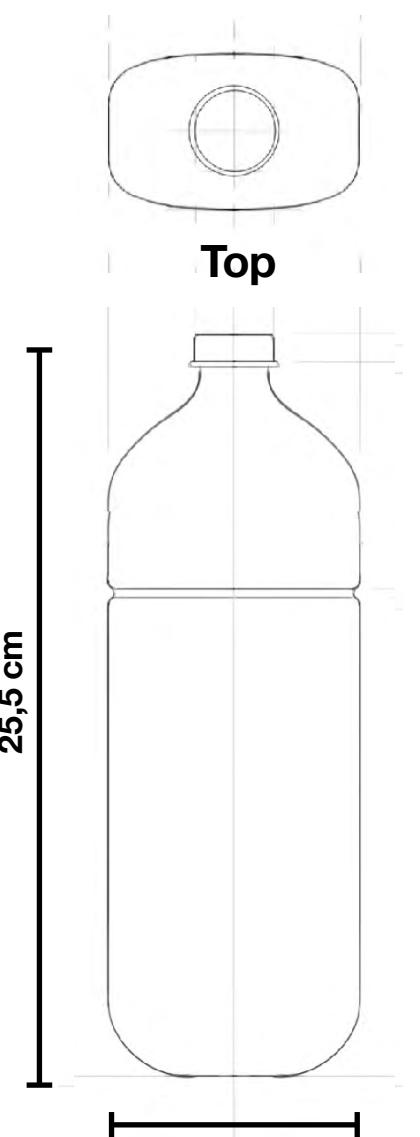
Product Design Consulting: *Atom Studios*



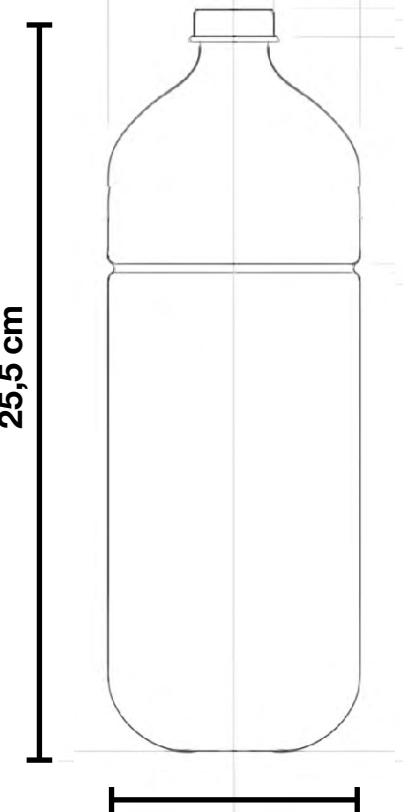




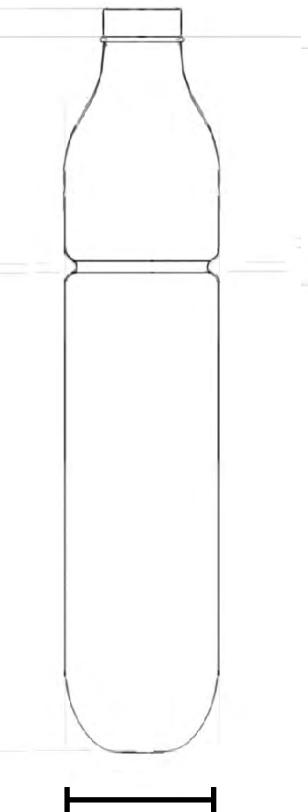
Perspectiva



Top

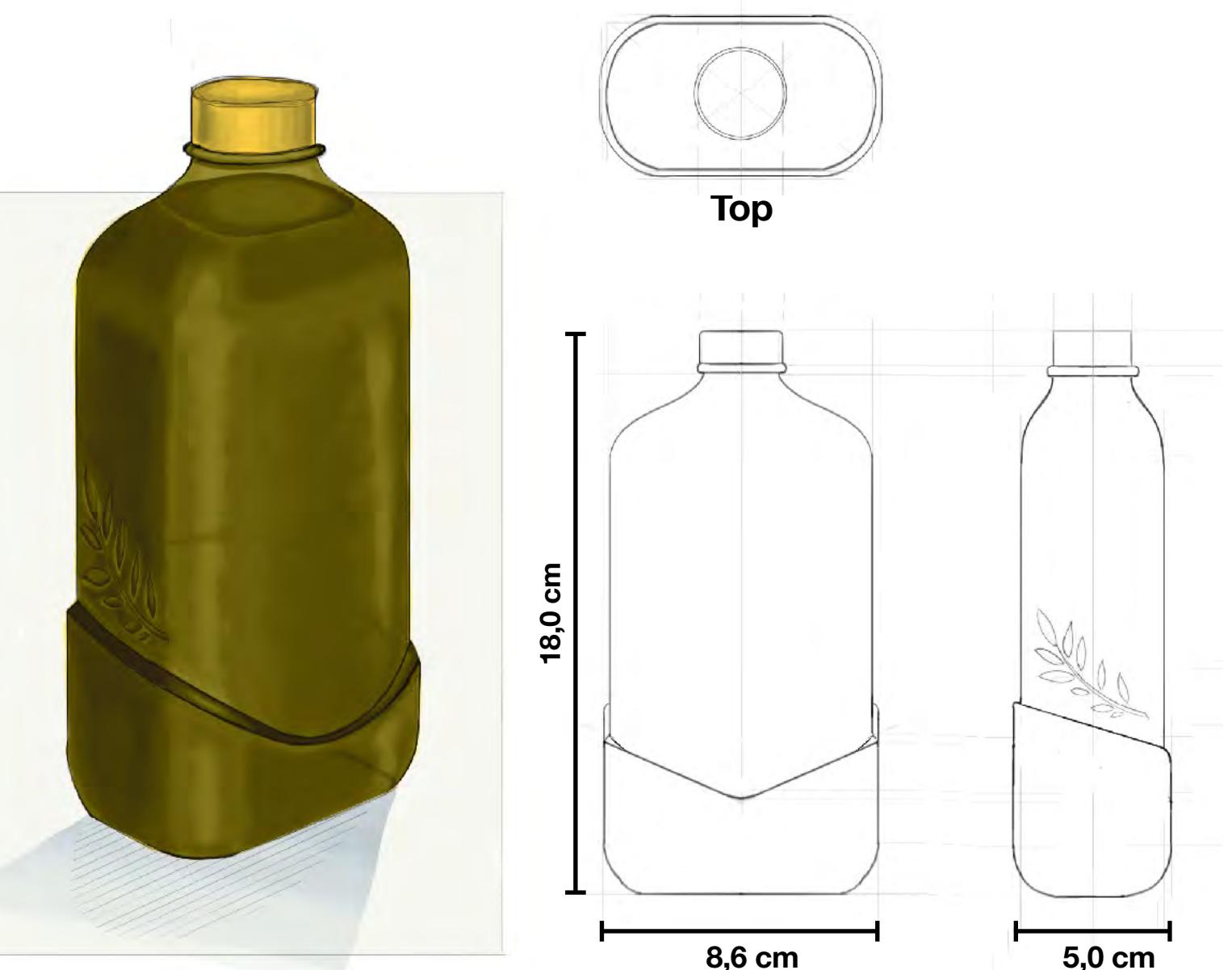


Front



Lateral

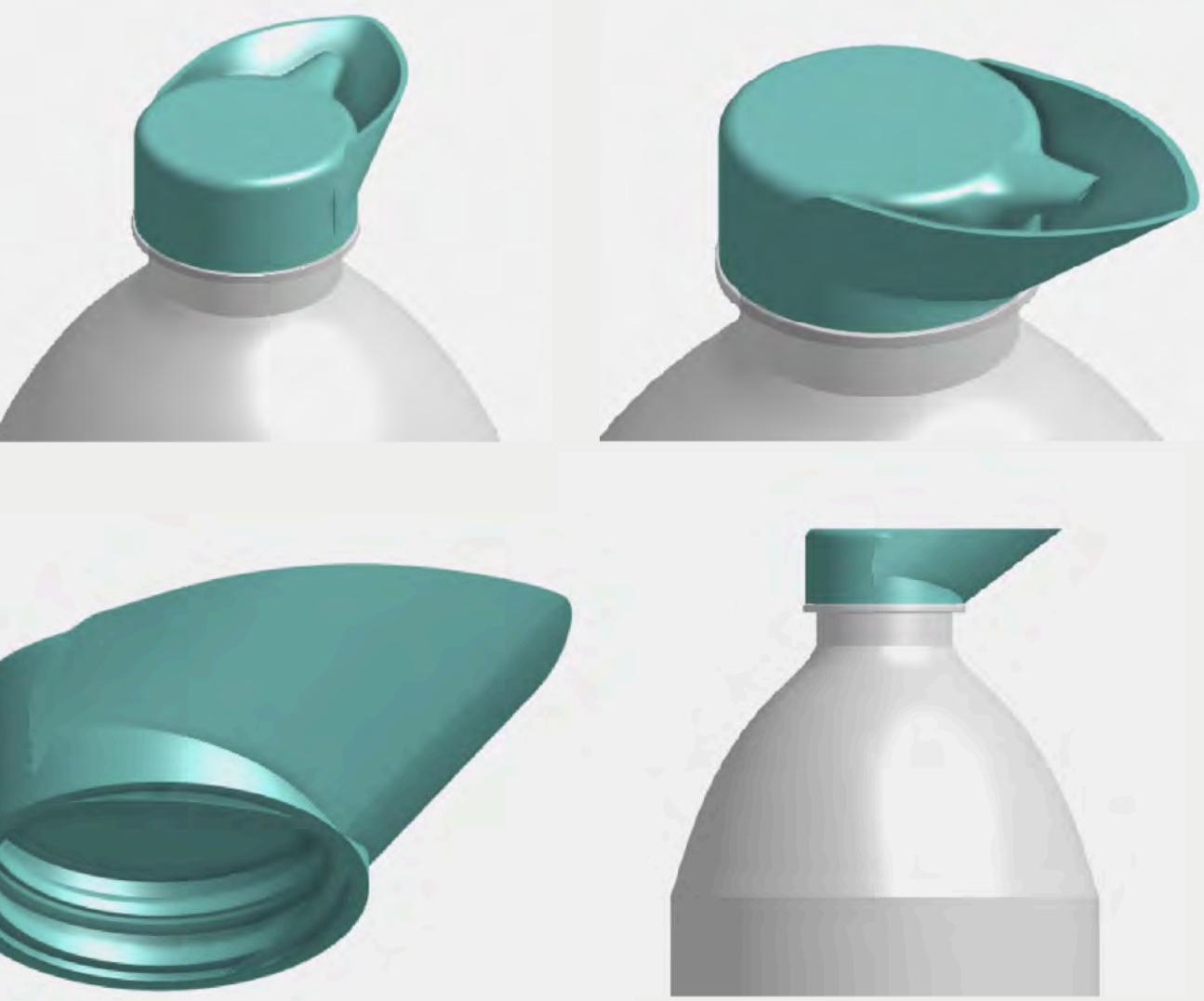
Confidential project. All images and information contained in these slides cannot be shared with third parties.



Perspectiva

Front

Lateral



SELECTED WORKS: VISUAL IDENTITY

Buraco entre voltas (2023);
Gyra+ (2021);
Banco Inter (2020);
TIDAL Cena Brasil (2020);

BURACO ENTRE VOLTAS (2023)

Exhibition Visual Identity.

Role: *independent designer*

Tasks: *visual identity, digital and print assets*

09 – 10 de DEZ

2023

CURADORIA:
LUCAS GOULART
THAIS RIVITTI



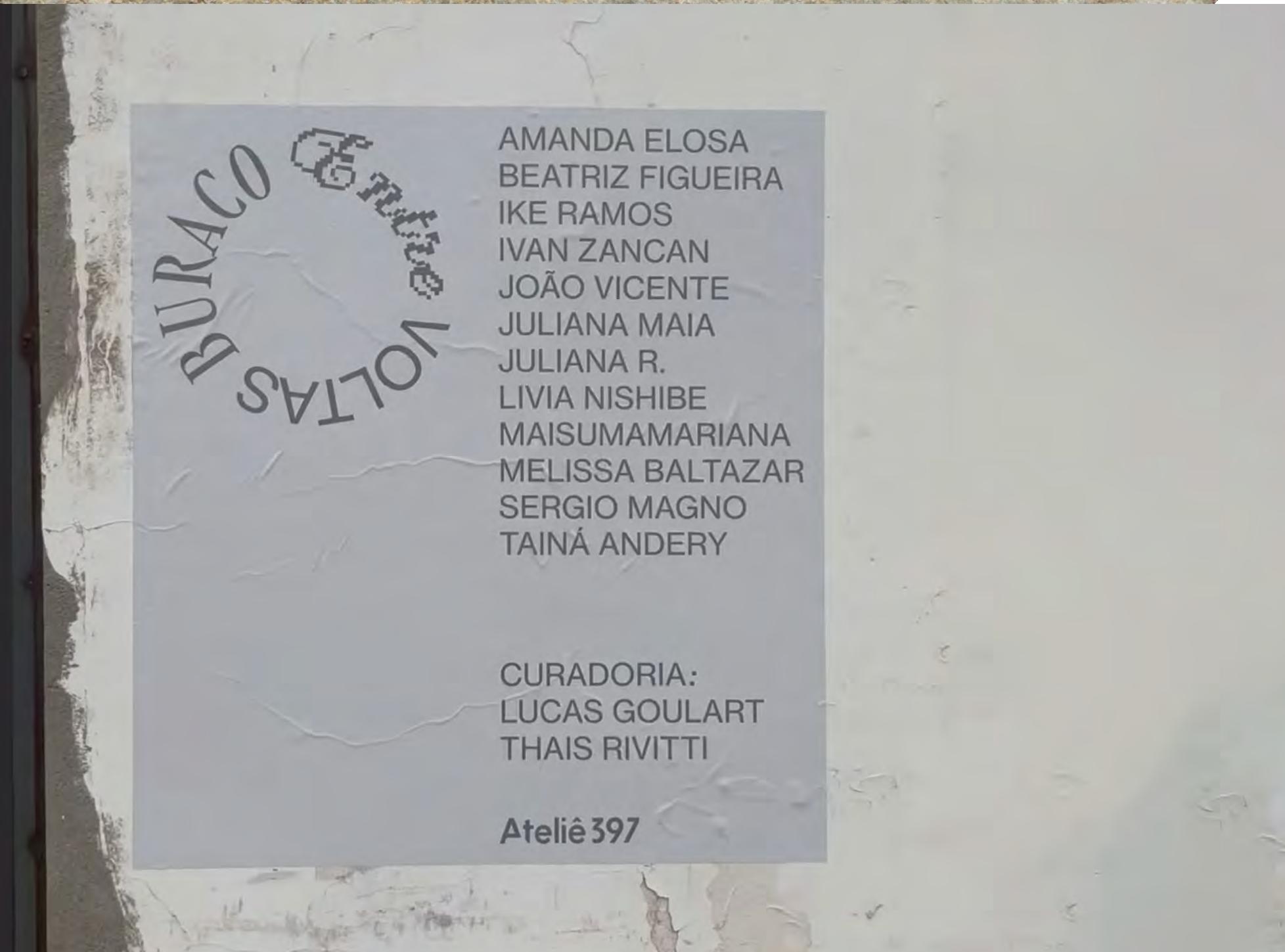
AMANDA ELOSA
BEATRIZ FIGUEIRA
IKE RAMOS
IVAN ZANCAN
JOÃO VICENTE
JULIANA MAIA
JULIANA R.
LIVIA NISHIBE
MAISUMAMARIANA
MELISSA BALTAZAR
SERGIO MAGNO
TAINÁ ANDERY

SAB 14H ÀS 20H
DOM 12H ÀS 18H

Ateliê 397

RUA CRUZEIRO 802

BARRA FUNDA SÃO PAULO



GYRA+ (2021)

Rebranding.

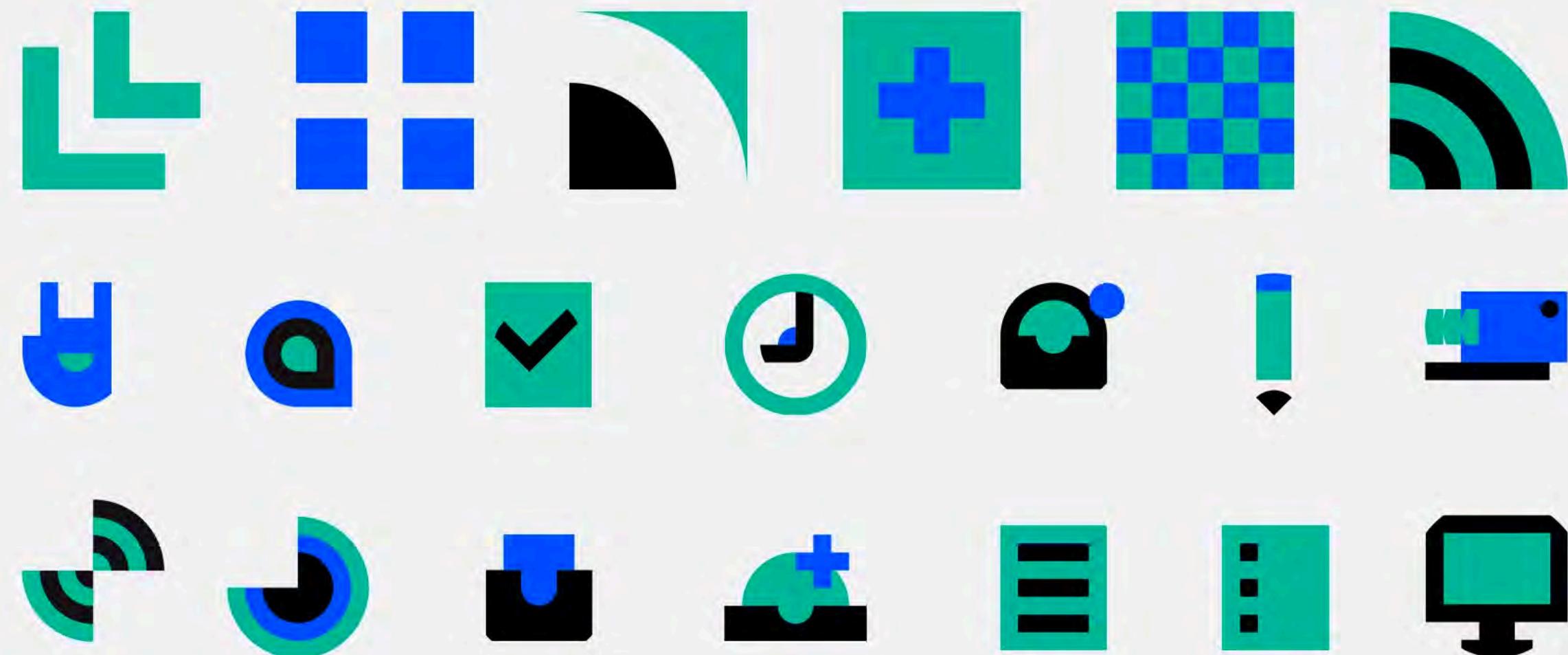
Agency: *Hardcuore*
Role: *designer*

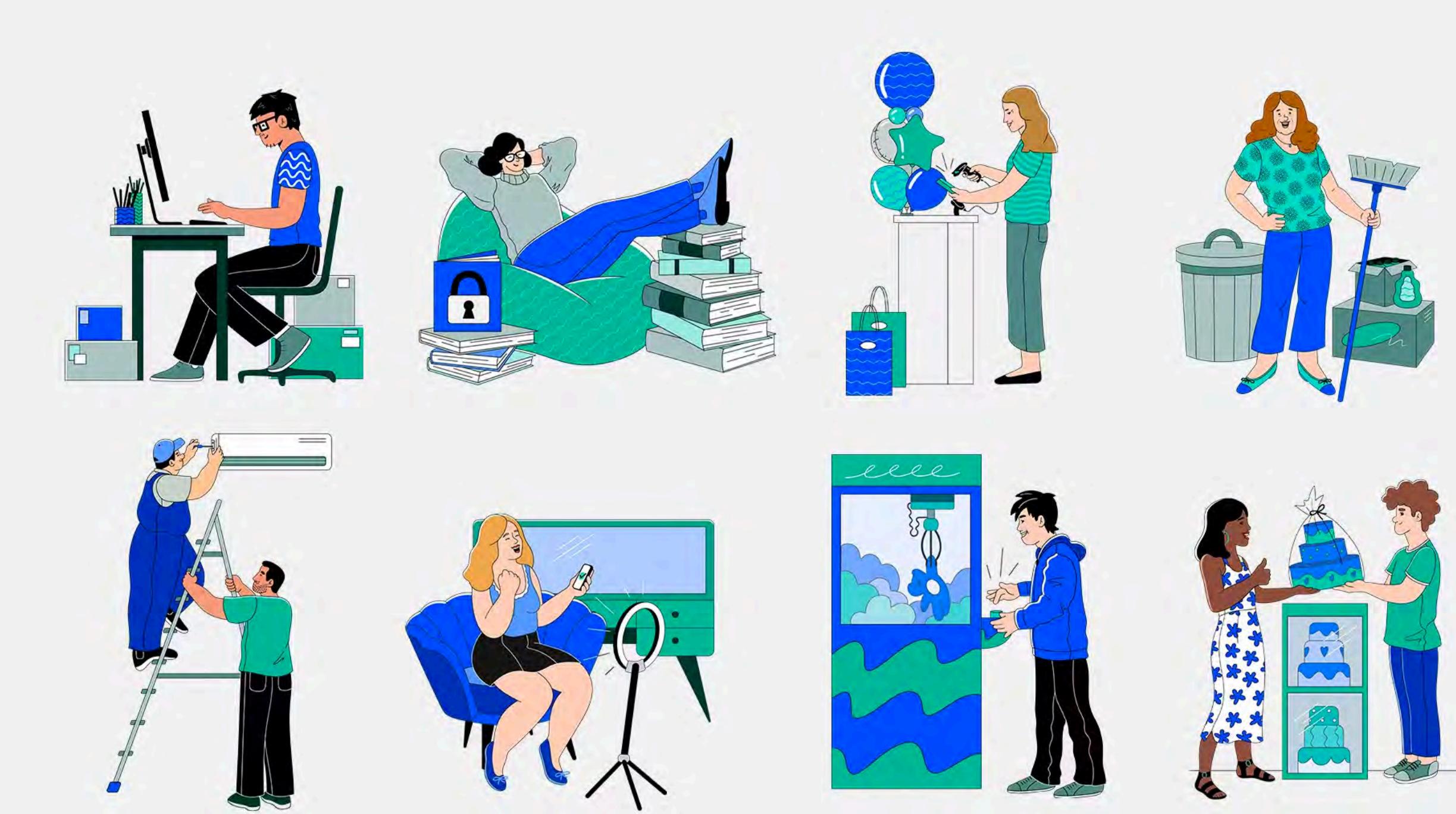
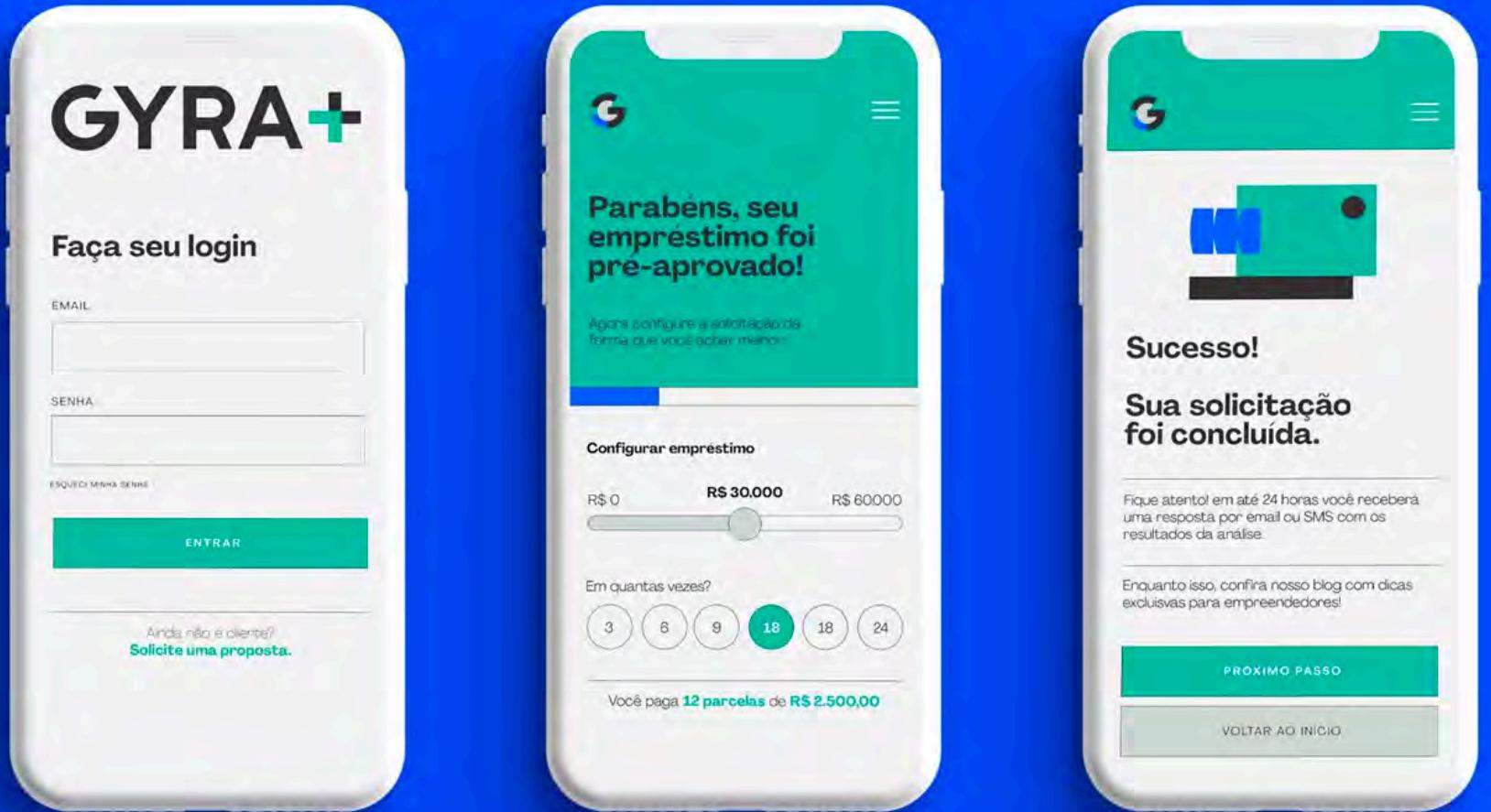
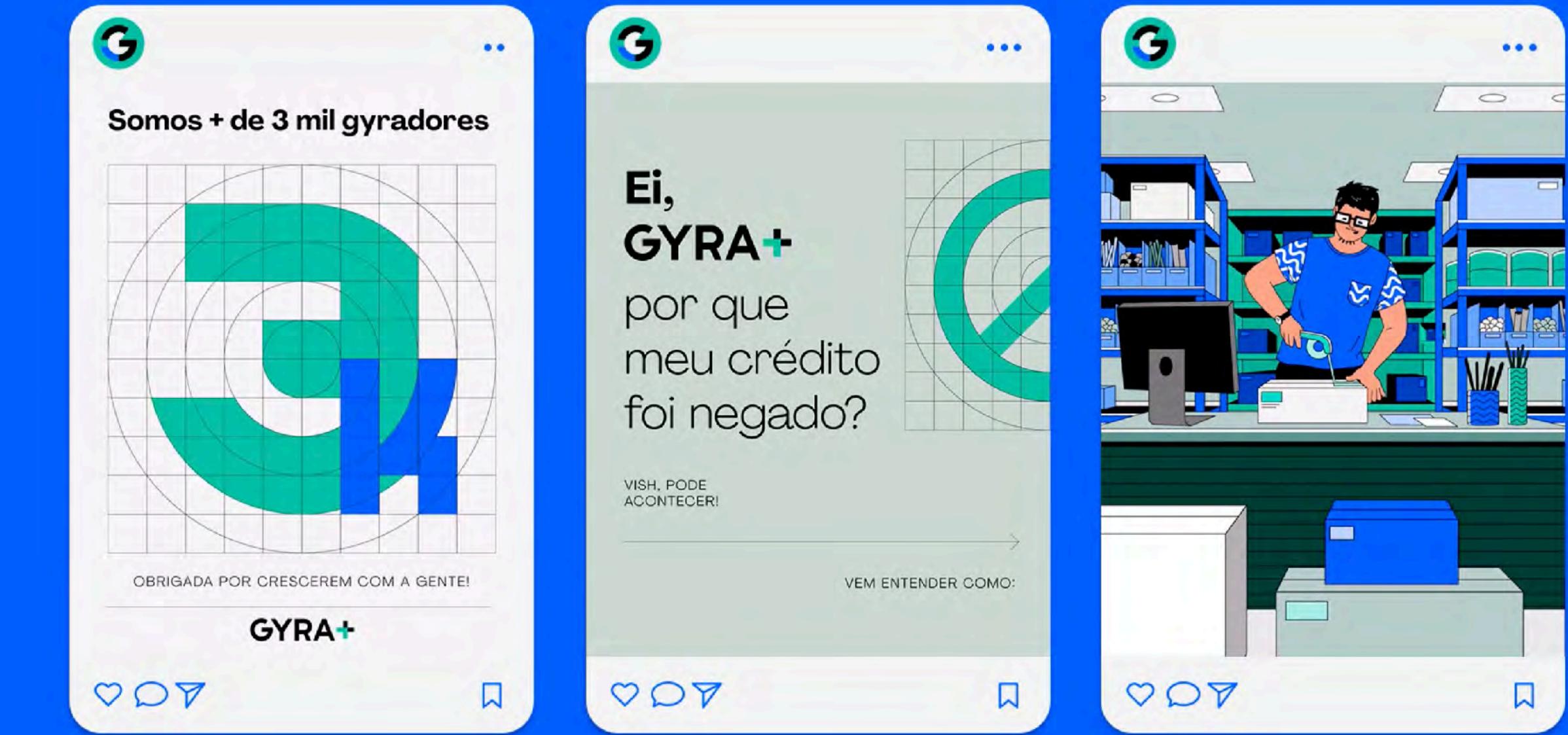
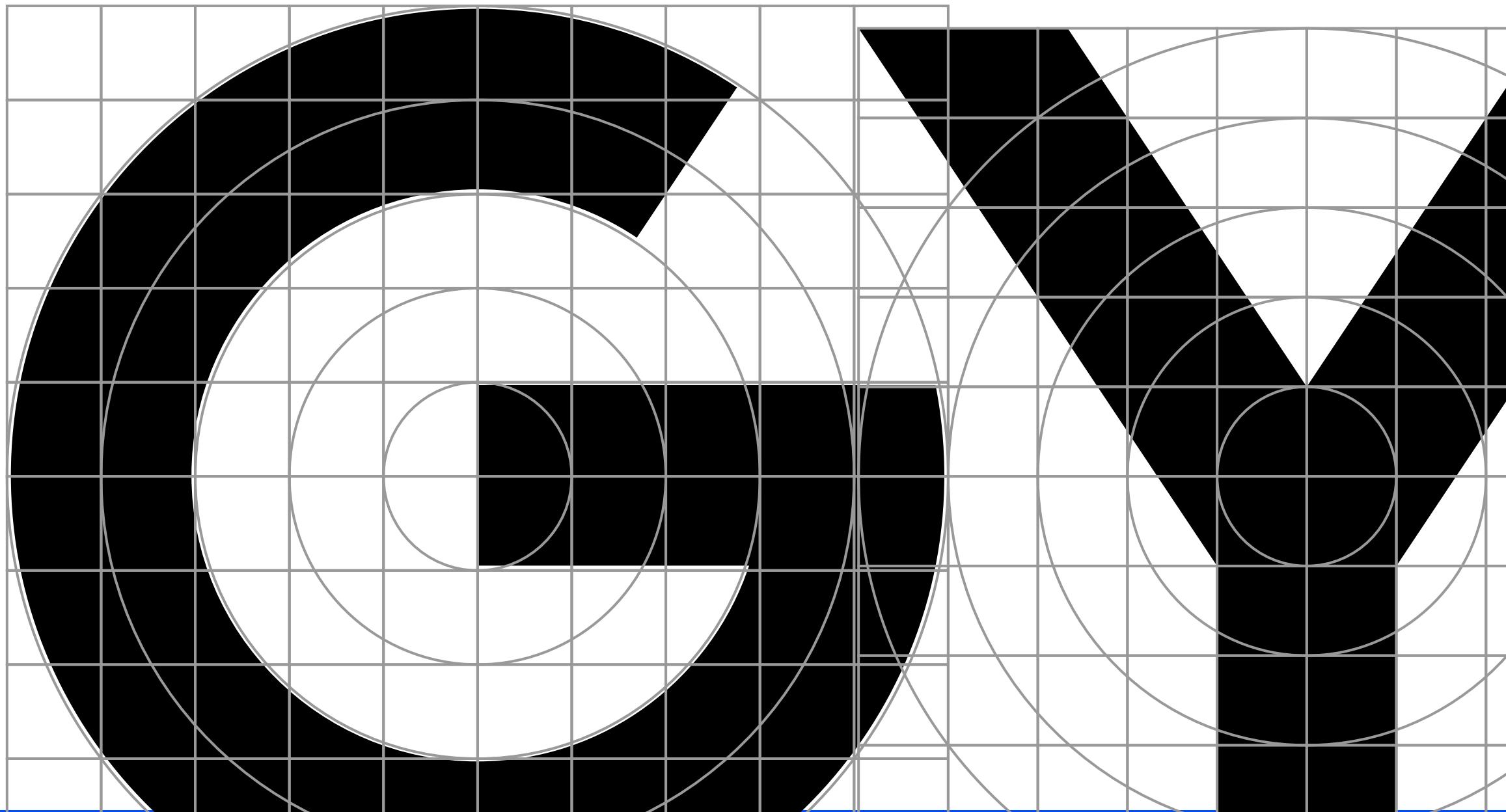
Tasks: *visual identity, logo custom type design, icons design, illustration art direction, brand book*

Creative Direction: *Patricia Clarkson*
Design: *Livia Nishibe, Patricia Clarkson, Lucca Pineschi*
Motion Design: *Marcos Rigobello, Guma*
Content: *Gabriela Barbosa, Talita Barcelos, Natalia Weber*
Project Management: *Fernanda Rodrigues, Mariana Taubold*
Illustration: *Estela Carregalo*



GYRA+





BANCO INTER (2020)

Rebranding.

Agency: *REBU*

Role: *designer*

Tasks: *visual identity design, logo
custom type art direction, brand book*

Creative Direction: *Pedro Mattos, Fernando Andreazzi*

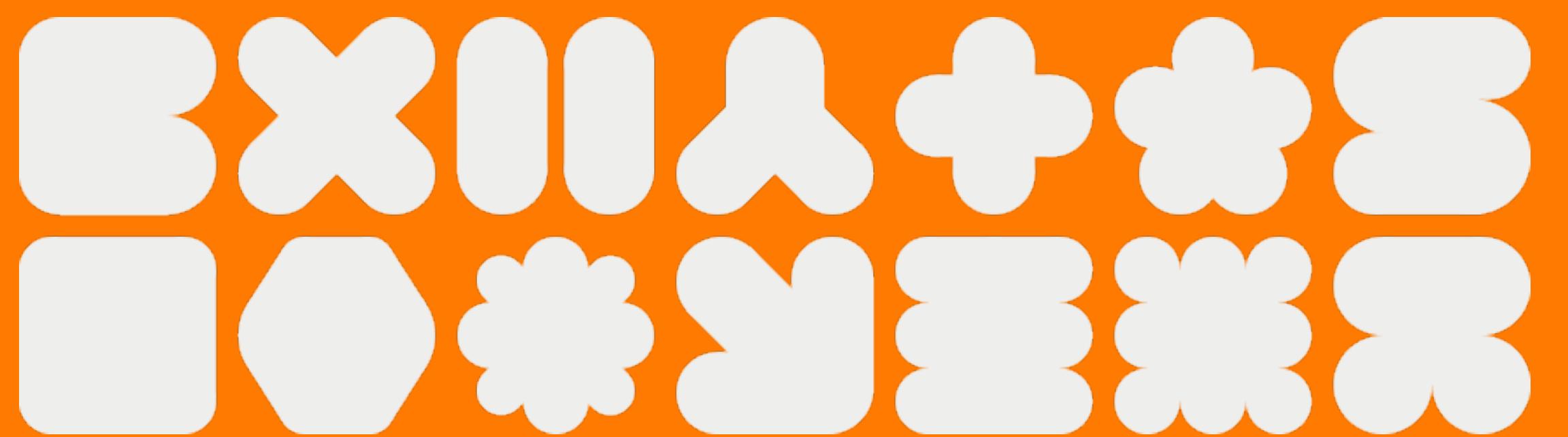
Design: *Livia Nishibe, Pedro Mattos*

Copy-write: *Fernando Andreazzi, Felipe Valério*

Type: *Fernando Sabino, Lucas Gini (Blacklettra)*

—
Viver
é inter.

inter



Alô, intercel!



Liberdade
pra falar
é Inter.

Fale ilimitado
a R\$ 1,00/dia

inter

A gente mora pra falar diferente. Pra responder o que ninguém pensou pra pensar. Pra melhorar o jeito de pessoas pra quem importa pra elas. E a gente mora pra elas e a partir delas. Chegando pra elas, entendendo, pensando no que elas falam de volta. Pra elas e pra elas entenderem.

Baixe o aplicativo
em Inter.com

Alô intercel!

Liberdade
pra falar é
Inter.

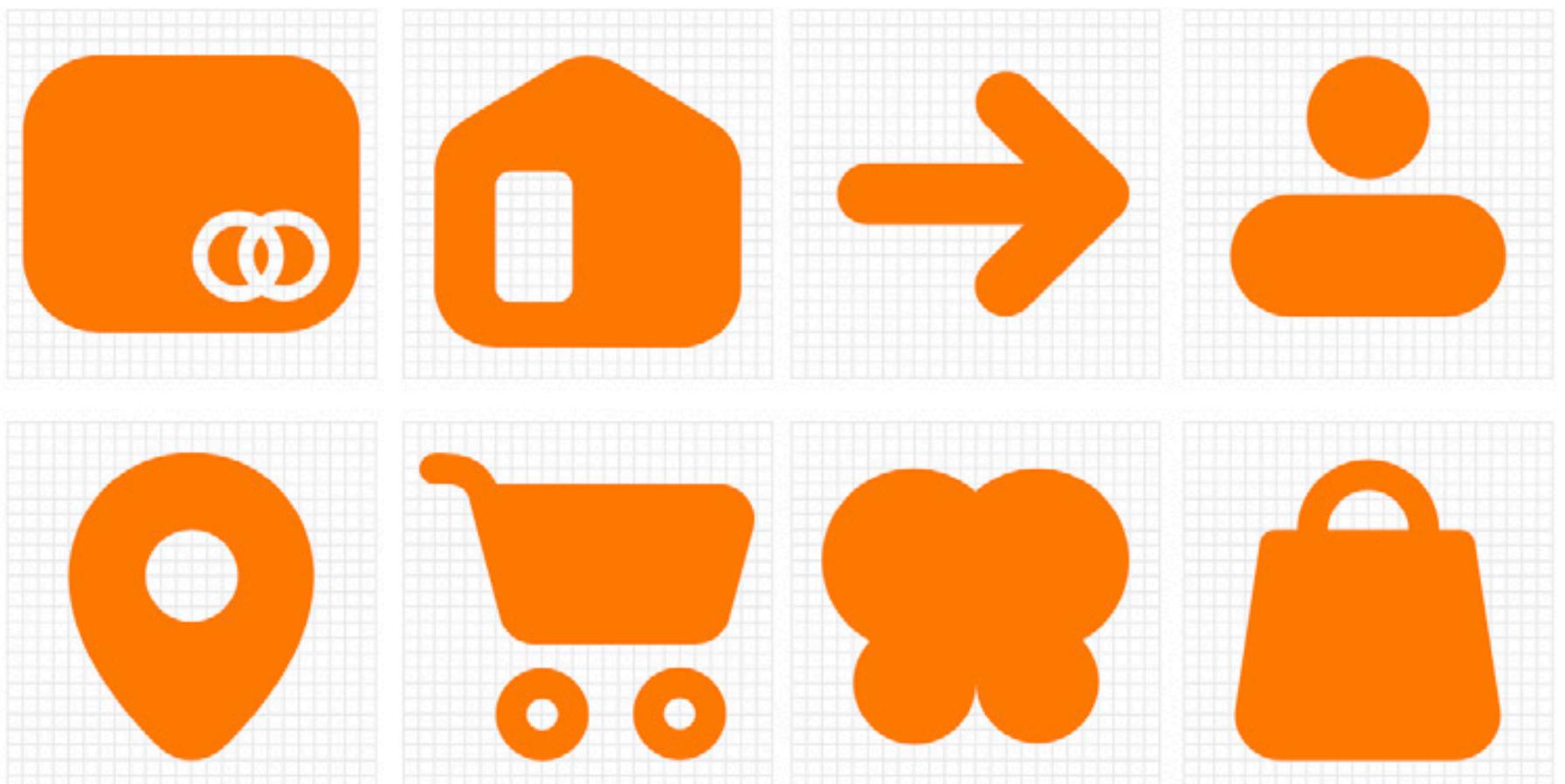
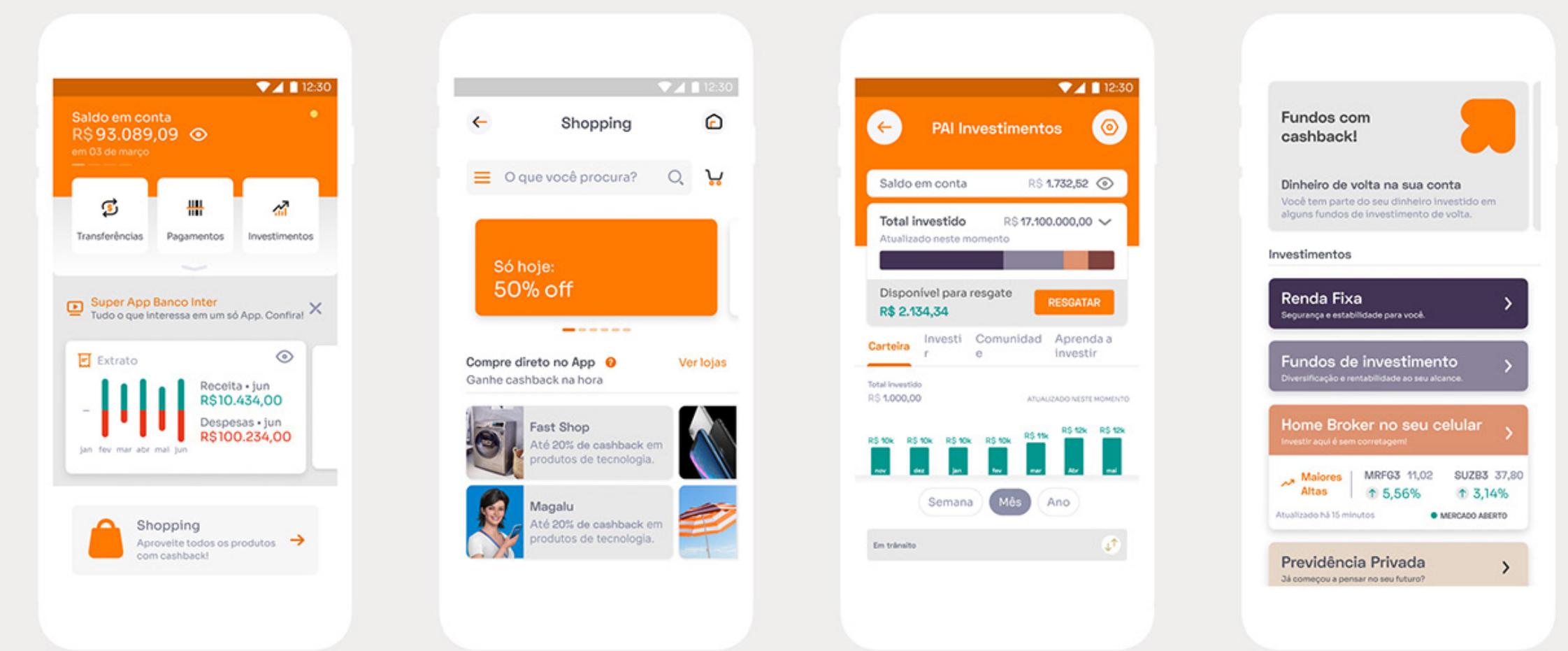


inter

A gente mora pra falar diferente. Pra responder o que ninguém pensou pra pensar. Pra melhorar o jeito de pessoas pra quem importa pra elas. E a gente mora pra elas e a partir delas. Chegando pra elas, entendendo, pensando no que elas falam de volta. Pra elas e pra elas entenderem.

Baixe o aplicativo
em Inter.com

6 milhões
de pessoas
que
escolheram
a liberdade



TIDAL CENA BRASIL (2020)

Visual Identity.

Company: *TIDAL*
Role: *lead designer*

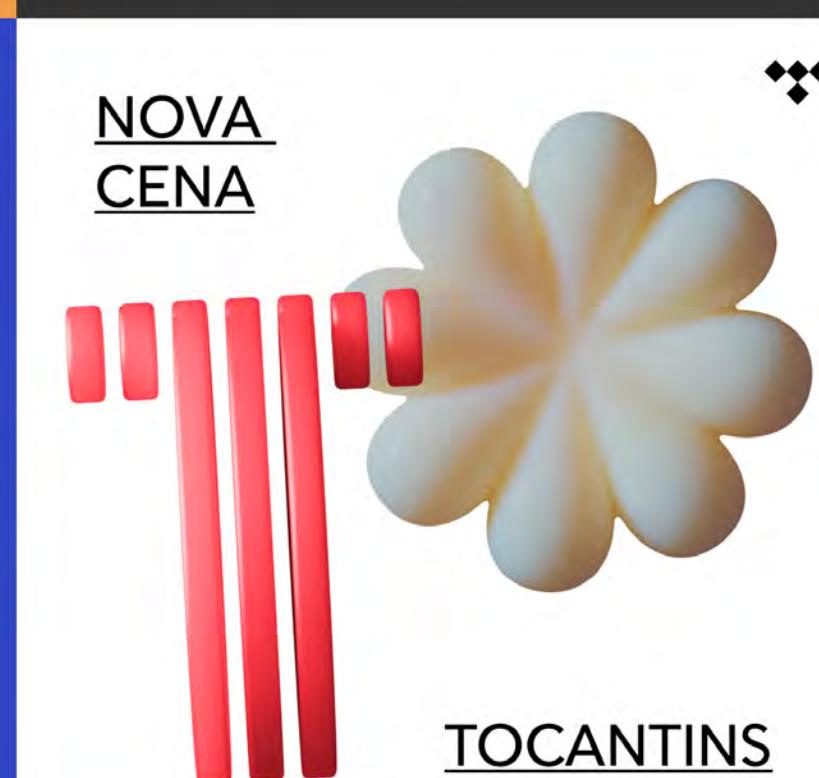
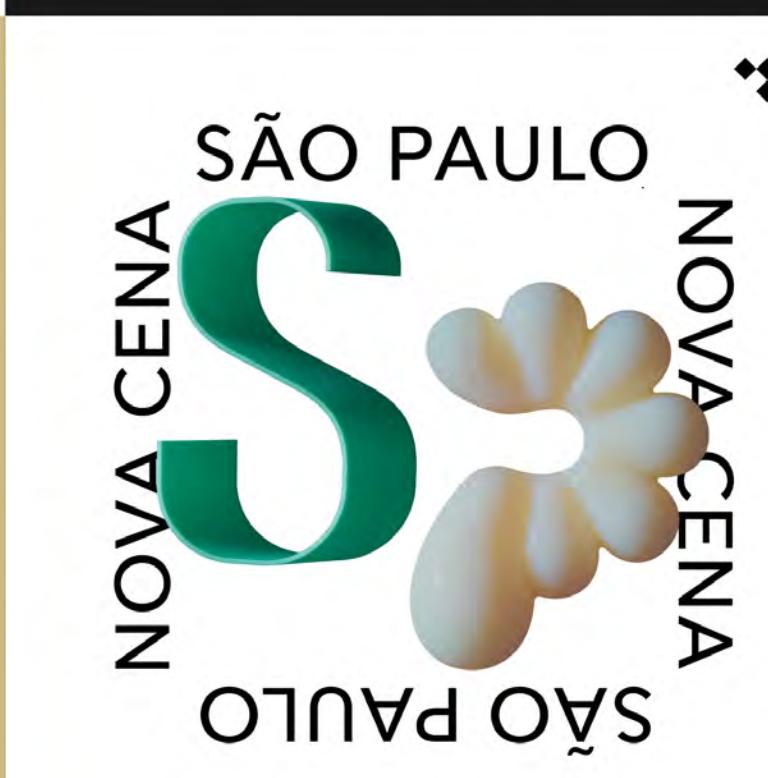
Tasks: *visual identity, 3D art direction, motion design, digital assets*

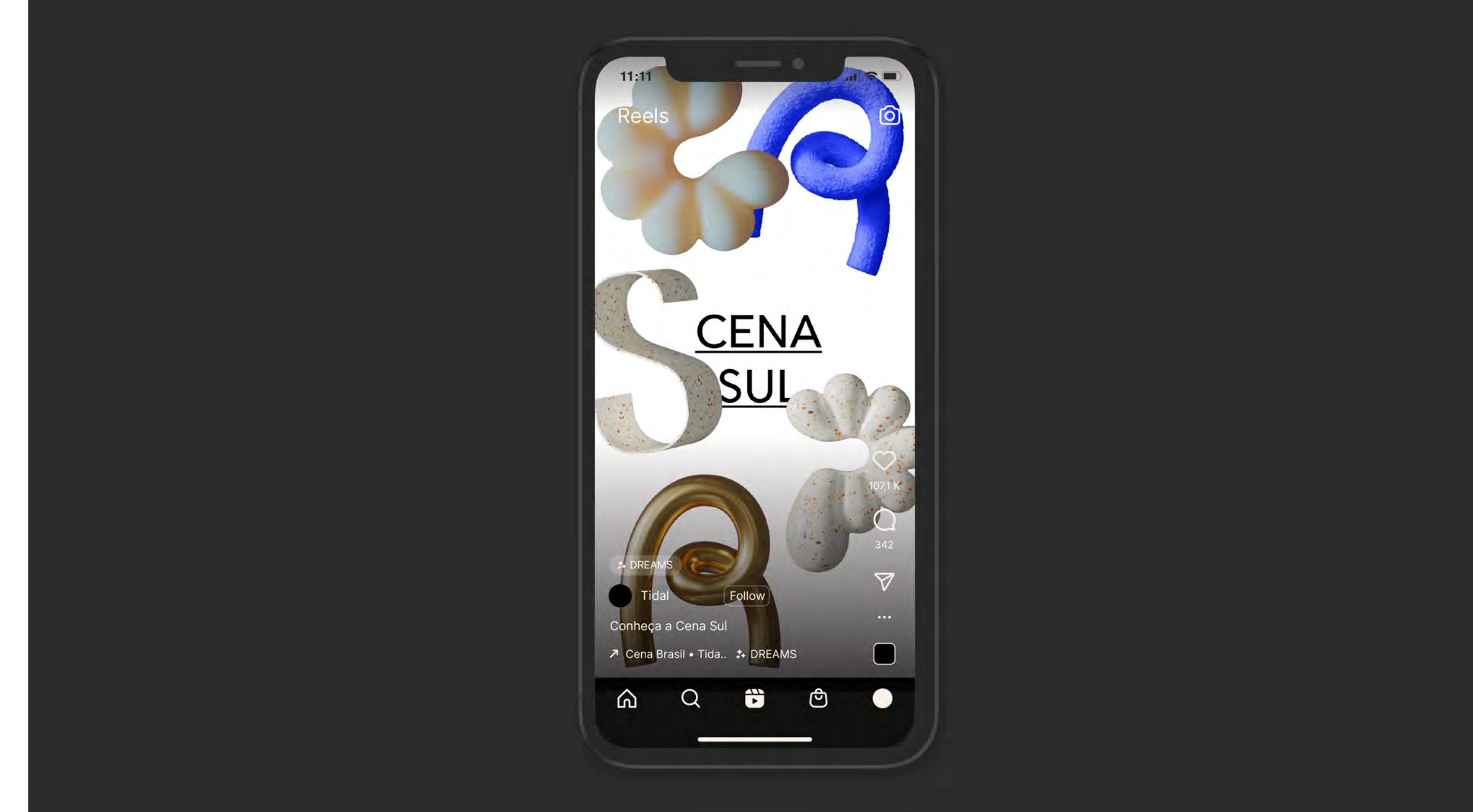
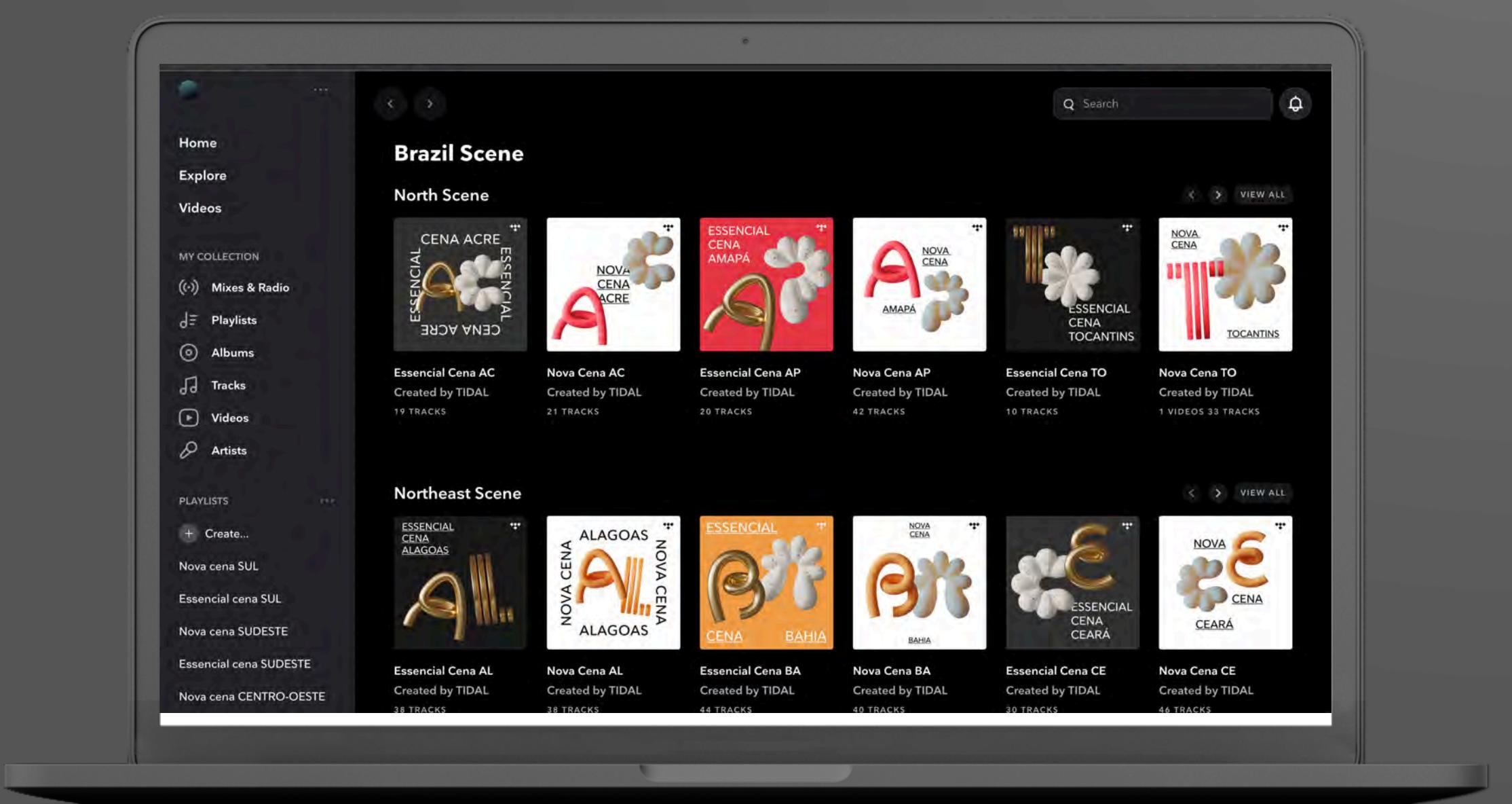
- [Video](#)
- [Playlists](#)

Project Management: *Beline Cidral*

Design: *Livia Nishibe*

3D Assets: *Bruno Faioto, Leonardo Bortolussi*





SELECTED WORKS: BRANDED ENVIRONMENT

LATAM Pass (2019);

Telhanorte (2019);

LATAM OFFICE (2019)

Branded environment.

Agency: *Interbrand*

Role: *product designer*

Tasks: *breakout room design*

Creative Direction: *Sergio Cury*

Architecture lead: *João Matos da Costa*

Environment Design: *Augusto Ribeiro, Livia Nishibe*



PROPOSAL 1



PROPOSAL 2



PROPOSAL 3



PROPOSAL 3: DETAIL



TELHANORTE (2019)

Branded environment.

Agency: *Interbrand*

Role: *product designer*

Tasks: *facade design*



Creative Direction: *Sergio Cury*

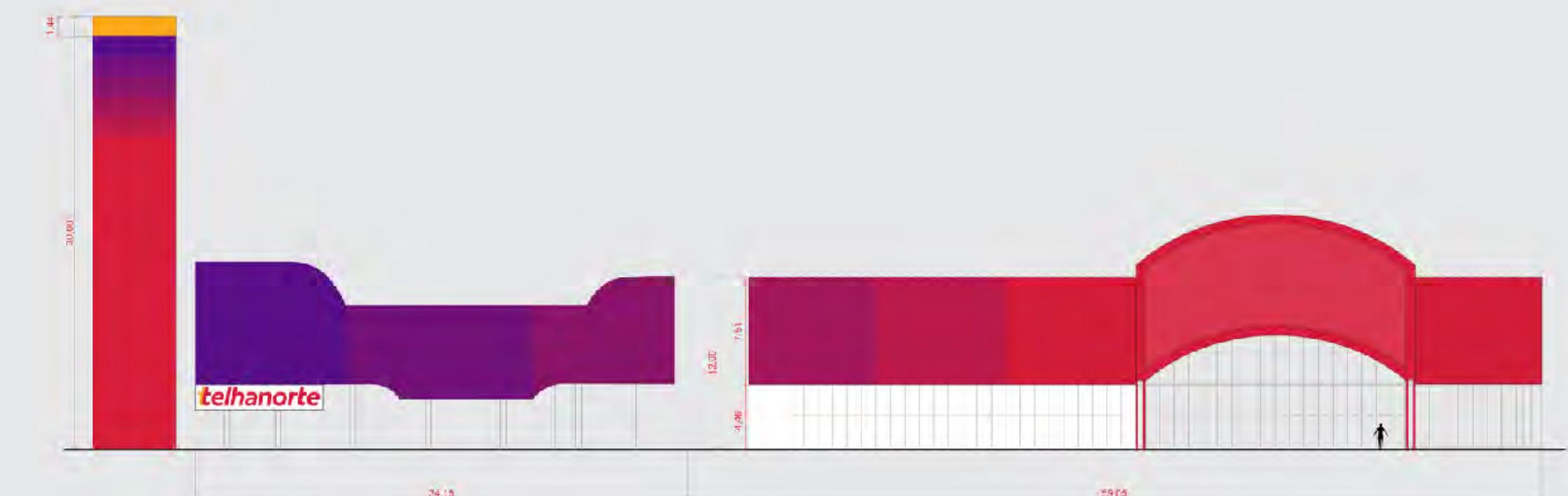
Architecture lead: *João Matos da Costa*

Facade Design: *Livia Nishibe*

FLAGSHIP STORE



IMPLEMENTATION PROJECT



IMPLEMENTATION PROJECT





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