

Amanda Sanchez

Creative/Art Director

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São Paulo, SP, Brazil

Over my 12 years of experience, I have worked with some of the greatest international brands in the market developing strategies, planning and creation of visual and creative concepts for marketing campaigns, aimed at different targets: consumers, press, influencers and employees. I have also worked with branding, stationary and corporate materials. I have experience coordinating local and regional teams in Latin America. Besides high quality, deliveries were made within deadlines.

My goal is to reach the balance between the clients' business strategy and the needs of the target audience, providing both the best experience in campaigns containing creative concepts and projects for several types of online, offline and mobile platforms.

Skills

Creative and Art direction, communication strategy, planning, digital strategy, branding, creative and graphic concepts, design thinking, user interface, user experience, interaction design, usability, information architecture, user research, wireframe, mockups, prototypes, problem solving and management.

Main Clients

Airbus, Amazon Kindle, American Airlines, Bayer, Boehringer-Ingelheim, Janssen, Johnson & Johnson Family of Companies, GMCVB, KitchenAid, Microsoft, Nestlé, Red Hat, Rossi Residencial, Sony, Symantec, Takeda, TAM Viagens, Warner Channel, etc.

Please check out some of my projects at:

www.amandasanchez.com.br

Bachelor degree

Technology and Digital Media with emphasis in Interface Design - PUC-SP

Courses and Training

- Design Thinking - Virginia University
- AudioVisual Production Design - AIC (Academia Internacional de Cinema)
- Presentation Design - LaGracia Design
- Copywriter - Senac
- Mobile Application Development for iPhone and iPad (iOS) - ENG
- Social Media Manager - ComSchool
- Digital Marketing Strategies - ESPM

Languages

Portuguese (native), English (fluent) and Spanish (basic)

amandasanchez.com.br

Creative/Art Director
January, 2006 - currently

Creation and development of strategic, creative and visual concepts for online, offline, mobile and Virtual Reality platforms. Projects for Brazil and abroad.

Main clients: Bayer, Doghead Simulations, Givaudan, Janssen, Nestlé, Symantec, World Animal Protection, etc.

JeffreyGroup

São Paulo, Brazil

Regional Creative/Art Director
May, 2015 - August, 2016

Creative/Art Director
May, 2014 - May, 2015

Senior Art Director
May, 2013 - May, 2014

Regional creative director and leader of creative department in Brazil; proposal development (communication strategy, timetable, planning and creative budget); creation and development of strategic, creative and visual concepts for online, offline and mobile platforms; communication skills to articulate and present creative and rational concepts; internal and external team management.

Main clients: Airbus, Amazon, Bayer, Boehringer-Ingelheim, Janssen, Johnson & Johnson Family of Companies, KitchenAid, Nestlé, Takeda, Sony, etc.

Grass Roots

São Paulo, Brazil

Senior Art Director
January, 2007 - May, 2013

Art Director
January, 2006 - January, 2007

Senior art director in Brazil; proposal development (communication strategy and planning); creative and visual concepts for online, offline and mobile platforms; communication, articulation and presentation skills; internal and external team management.

Main clients: BlackBerry, Danone, Johnson Medical, Lenovo, Microsoft, Motorola, Rossi Residencial, Symantec, Warner Channel, Xerox, etc.

Agency EWi

São Paulo, Brazil

Designer
August, 2005 - January, 2006

Creation and development of visual concepts for stationary and corporate/ institutional materials.

Main clients: Banco Real, CPM, Sudameris, etc.

Abn Amro Bank (Banco Real)

São Paulo, Brazil

Junior Designer
June, 2004 - August, 2005

Development of visual concepts for stationary and institutional materials.

Clients: Banco Real, Bandepe and Sudameris.

 www.behance.net/amandasanchez

 www.linkedin.com.br/in/amandasanchez

www.amandasanchez.com.br