

CAROLINA RODRIGUES BIVENS

Graphic Designer and Art Director

PROFESSIONAL SUMMARY

Graphic Designer and Art Director with 15 years of expertise in shaping compelling visual narratives and elevating brand identities. Adept at leading creative teams and delivering innovative design solutions across print, digital, and multimedia platforms. Skilled in Adobe Creative Suite, branding, and user-centered design, consistently driving measurable success and exceeding client expectations.

SKILLS

Art Direction, Visual Communication, Creative Strategy, Concept Development, Illustration, Branding, Brand Identity Development, Marketing Collateral Design, Presentation Decks, Client Relationship Management, Team Leadership, Social Media Content, Key Art Design, Print, Digital, Illustrator, Photoshop, InDesign, Muse, Acrobat, Keynote, Microsoft Office, Google Slides, Canva.

LINKS

Portfolio: www.carolpunkeca.rocks.

LANGUAGES

Portuguese (*Native*),
English (*Highly proficient*),
Spanish (*Proficient*).

EMPLOYMENT HISTORY

GRAPHIC DESIGNER FREELANCER **Aug 2023 - Present** *Area23a* *Los Angeles, CA*

- ◆ Design unique visual content for global film distribution campaigns, enhancing audience engagement.
- ◆ Collaborate with marketing teams to create impactful graphics, driving measurable campaign success.
- ◆ Utilize Adobe Creative Suite to produce high-quality digital and print materials, ensuring brand consistency.
- ◆ Support cross-functional teams by delivering timely, innovative design solutions for various media.

GRAPHIC DESIGNER FREELANCER **Apr 2021 - Present** *Beverly Hills Film Festival* *Los Angeles, CA*

- ◆ Collaborate with cross-functional teams to ensure cohesive design and consistent branding.
- ◆ Implement design strategies that significantly boost festival attendance and online presence.
- ◆ Crafted a distinct visual identity, aligning with the festival's vision to elevate brand recognition and annual event distinction.

GRAPHIC DESIGNER FREELANCER **Jul 2019 - Present** *Los Angeles Brazilian Film Festival* *Los Angeles, CA*

- ◆ Maintain festival's visual identity across editions, ensuring cohesive brand image.
- ◆ Develop social media assets, video content, and event materials to boost audience engagement.
- ◆ Introduce design updates to keep branding fresh while preserving core elements.

HEAD OF CREATIVE **Feb 2022 - Aug 2023** *NSports* *São Paulo, SP – Brazil*

- ◆ Led design team to create impactful graphics for live events and digital platforms, enhancing fan experience.
- ◆ Organized brainstorming sessions to foster team collaboration and idea sharing.
- ◆ Ensured high design quality across marketing projects by managing a 6-member team.
- ◆ Aligned all visual communications with NSports' core values.
- ◆ Significantly improved visual engagement during broadcasts and events.

SENIOR GRAPHIC DESIGNER **Dec 2017 - Mar 2019** *Corazon Filmes* *São Paulo, SP – Brazil*

- ◆ Elevated visual aesthetics of productions, ensuring cohesive presentations.
- ◆ Aligned post-production with story arcs, highlighting key moments.
- ◆ Collaborated with clients to create concepts meeting objectives.
- ◆ Transformed directing treatments into visually compelling presentations.

SENIOR ART DIRECTOR*BossaNovaFilms***Oct 2015 - Dec 2016**
São Paulo, SP – Brazil

- ◆ Led creative concept development for Atraves.tv, enhancing narrative coherence and visual appeal.
- ◆ Collaborated with Director Georgia Guerra-Peixe to refine visual treatments and pitch decks.
- ◆ Established and managed an online platform documenting diverse artists' creative processes.
- ◆ Curated content reflecting various artistic disciplines, broadening the platform's cultural scope.
- ◆ Improved user engagement and content diversity, significantly boosting platform visibility.

GRAPHIC DESIGNER*Vetor Zero***Oct 2014 - Oct 2015**
São Paulo, SP – Brazil

- ◆ Collaborated with senior management to ensure visual branding consistency in TV spots and pitch decks.
- ◆ Contributed to achieving measurable improvements in visual branding across multiple platforms.

GRAPHIC DESIGNER*O2 Filmes***Aug 2012 - Sep 2014**
São Paulo, SP – Brazil

- ◆ Collaborated with teams to produce award-winning films, contributing to O2 Filmes' prestigious legacy.
- ◆ Explored creative design approaches, resulting in unique and memorable visual content.
- ◆ Utilized advanced graphic design skills to elevate the visual impact of various projects.
- ◆ Pioneered dynamic visual concepts, enhancing O2 Filmes' storytelling capabilities and pushing creative boundaries.

GRAPHIC DESIGNER*Hungry Man Production Company***Jan 2012 - Jul 2012**
São Paulo, SP – Brazil

- ◆ Developed design elements for international markets, ensuring cultural relevance and appeal.
- ◆ Created effective visual solutions for global campaigns, meeting specific project needs and boosting engagement in target markets.

ART DIRECTOR*Publicis Brasil***Feb 2009 - Dec 2011**
São Paulo, SP - Brazil

- ◆ Directed healthcare campaigns for Sanofi Aventis, enhancing public and doctor engagement.
- ◆ Collaborated with cross-functional teams to deliver creative solutions for diverse agency clients.
- ◆ Supported colleagues in campaign development, fostering a collaborative work environment.
- ◆ Contributed to innovative campaigns, achieving measurable results in client satisfaction.

EDUCATION**BACHELOR'S DEGREE IN ADVERTISING***Universidade Metodista de São Paulo***Aug 2004 - Jun 2008**
*São Paulo, SP – Brazil***SCREENWRITING***New York Film Academy***Sep 2013 - Nov 2013**
*Los Angeles, CA***PRODUCING***New York Film Academy***Sep 2013 - Dec 2013**
*Los Angeles, CA***COOL HUNTING***Escola São Paulo***May 2011 - Nov 2011**
*São Paulo, SP – Brazil***CREATIVE DESIGN***Panamericana, Escola de Arte e Design***Jun 2006 - Dec 2008**
São Paulo, SP – Brazil