Vinicius Capuano

Senior Brand Designer & Art Director

Florianópolis, Brazil (UTC−3) · Open to remote | vinicapuano1@gmail.com | capuan.com.br | linkedin.com/in/vinicius-capuano-88640864

SUMMARY

Brand designer and art director with over 10 years in advertising agencies and branding. I've led creative work for brands like Energisa, Burger King, Itaipava, Citroën and Kroton, ran the creative team at a music marketing agency, and since 2024 have run my own branding studio. My work covers brand strategy, visual identity, brand guidelines, packaging and campaigns. I lived in Dublin, Ireland, for a year and work comfortably in English.

WORK EXPERIENCE

Brand Designer (Independent)

Capuan Brand Studio | Florianópolis, Brazil · Remote | Apr 2024 – Present

- Run branding projects end to end for small and mid-sized companies: research, positioning, brand architecture, visual identity, brand guidelines and applications.
- Clients in food and beverage, health and wellness, retail, professional services, energy and live events.
- Build complete identity systems (logo suites, color, typography, layout rules) and apply them to packaging, signage, stationery, websites and social media.
- Handle the client side directly: briefing, proposals, presentations, revisions and final files.

Creative Director

Agência Muzika | Cuiabá, Brazil | Apr 2021 – Jun 2024

- Created visual identities for national music acts including Jeito Moleque, 1Kilo and Thiago Martins.
- Supervised all creative output at the agency: social media, websites, video editing and brand work.
- Designed brands for companies and artists.

Art Director

ZF Comunicação | Cuiabá, Brazil | Dec 2017 – Oct 2021

- Created key visuals for regional and national campaigns for Energisa, Burger King, Itaipava and Citroën, among others.
- Designed and refreshed brands and their visual identities.
- Planned six-month and annual communication strategies for key accounts.
- Produced static and animated social media content and defined how each piece ran in each channel.

Art Director

Invent Propaganda | Cuiabá, Brazil | Jun 2017 – Dec 2017

- Created campaigns, print and digital pieces, and identity refreshes for the Mato Grosso State Legislature, CAAMT, Shopping Três Américas and Todimo.

Art Director

Energy Propaganda | Cuiabá, Brazil | Sep 2016 – Jun 2017

- Created and modernized visual identities and wrote and designed campaigns for clients like Kroton, Grafitte, Ginco and IOCI.

Art Director

Agência Biz | Cuiabá, Brazil | Oct 2014 – Sep 2016

- Researched audience and competitors to define brand positioning before designing each identity.
- Designed full brand systems: logos, catalogs, packaging, storefronts, stationery, TV spots and digital pieces.
- Managed social media content and brand communication for clients.

Earlier Experience

2012 – 2014

- **Junior Art Director**, Company Comunicação (2014): logos, visual identities, social media and campaigns for companies across Mato Grosso.
- **Marketing Assistant**, China in Box (2012 – 2013): local marketing, social media and press relations, working with the national marketing team in São Paulo.
- **Designer**, UFMT IT Department (2012): layout of printed and online course materials, banners, brochures and book covers.

EDUCATION

MBA in Branding, Marketing and Growth

PUCRS – Pontifical Catholic University of Rio Grande do Sul, Brazil

B.A. in Social Communication – Advertising

UFMT – Federal University of Mato Grosso, Brazil | 2015

English Language Exchange

Dublin, Ireland | 1 year

SKILLS

Design: Brand Identity, Visual Identity, Logo Design, Brand Guidelines, Brand Strategy, Brand Architecture, Art Direction, Key Visuals, Advertising Campaigns, Packaging Design, Typography, Print Design, Social Media Design

Tools: Adobe Photoshop (advanced), Adobe Illustrator (advanced), Adobe InDesign (advanced), After Effects, Premiere Pro, Cinema 4D, Paper

Professional: Creative Team Supervision, Client Presentations, Communication Planning, Remote Collaboration

LANGUAGES

Portuguese (Native) | English (Advanced, C1)