

T SOMETIMES ILLUSTRATOR, ALWAYS DESIGNER

THIAGO ROCHA MARTINS, *design + illustration*

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About Thiago

I help the world to be a more beautiful, tasty, and slightly radical place. Pedro's father, bike lover, and stencil graffiti enthusiast.

Professional background

• Amarathi hub cultural, co-founder and director - Rio de Janeiro, 2024:

Amarathi is a platform that creates human connections through restorative, in-person experiences. Art, movement, culture, well-being, and living together happen in an integrated way.

• Roda Trade, experience designer - Rio de Janeiro, 2024 - 2025:

Roda is a specialist ad. agency in promotions, incentives, loyalty programs, and reward systems. I've built point-of-sale experiences to costumers from Vibra Energia, the largest distributor and marketer of petroleum derivatives and biofuels of Brazil and Latin America.

• Móre Talent Tech, product designer - São Paulo, 2021 - 2024:

Móre is a talent manager of design and technology that delivers solutions to different customers. I've serving Rede's developer portal and strategic research squad. Rede Itaú - userede.com.br - is a multi-brand acquirer, with more than bn 2,8 dollars transactions per day in credit, debit and benefit cards.

• DUX Coworkers, experience and interaction intelligence - São Paulo,

2020-2021: Dux is a innovation consultancy specializing in Human-Centered Design. I've serving be a product manager and product designer for different companies like wingsweb.org, vanzolini.org.br, conectas.org, and Bradesco.

• Casa 96, experience designer - São Paulo, 2019-2020:

Casa 96 is a specialized ad. agency of point-of-sale, promotional actions, and shopper campaigns. I've developed brand experiences for clients such as M. Dias Branco, Ajinomoto, Colgate-Palmolive, Bunge, Melitta, and Ypê.

• Hands.a, experience designer - São Paulo, 2016-2018:

Hands is a live marketing campaigns ad. agency. There i've contributed to the creation and planning of activation for Axe (Lynx), Youtube, Google, Heineken, including the first online campaign with the use of influencers for Nossa Sra. Achiropita, the biggest Italian party in São Paulo.

• **DM9DDB/TracyLocke, designer - São Paulo, 2016:** One of the most iconic advertising agencies in Brazilian history, I've act the first team of TracyLocke Brasil (DDB group shopper agency) creating and coordinating P.O.P. and online campaigns for H2OH! - Coca-Cola, Tok&Stok - Furniture and home decor, Perdigão - BRF Foods, and SC Johnson Brasil - brands like Raid, Baigon, Glade, Off!, Sr. Musculo, Ziplock, Bravo, Duck, and Lysoform.

• **Track&Field Store, creative director - São Paulo, 2014-2015:** I've lead a creative squad for Track&Field, an athleisure brand developing institutional, advertysing, online, and shopper campaigns including store openings (Brazil, and the US) besides promo materials for "Run Series", the largest street running circuit in Brazil.

Education

• Bootcamp UX Design - Tera, 2018

• **Master's degree in 3D** - Senac-SP, 2010-2011

• Bachelor's degree in Industrial Design -

Universidade Mackenzie, 2001-2004

• Certificated program in Graphic Arts - SENAI

Theobaldo de Nigris, 1998-1998

• Certificated program in Architecture - ETEC

Presidente Vargas, 1994-1997

Language skills

Brazilian Portuguese (native), Spanish (A1-A2), English (B1) and a little bit of Italian.

Major accomplishments + Awards

• **Heineken, The Green Drivers:** Art Direction for Heineken global platform film "When you drive, never drink" starring Jackie Stewart, a three-time F1 champion. For once joined the flag of Formula 1 - in the GP Brazil - with a responsible drink attitude.

> *Bronze in Branded Content & Entertainment Wave Festival in Rio, 2017*

> *Gold in Brand Activation and Better Criative Concept - Ampro Globes, 2018.*

• **YouTube Space and YouTube Summit:** Brand experiences, art direction, and scenography to YouTube Space Rio opening, one of the nine studios in the world that provide structure for content creation and experimentation for creators and aspirants, this event brought together 81 biggest Youtubers to the first creators meeting in Latin America.

• **Lynx / Axe "Find your magic":** Creative planning to created the "Find your Magic" concept to Lollapalooza Brazil 2017.

• **Young & Rubican Brazil, visual identity:** I've deloped a pack of geometric patterns, stationery and sign to the Brazilian office.

> *Selected work - 10th Brazilian Graphic Design exposition by ADG, 2013*