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# 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

• **Môre Talent Tech, product designer - São Paulo, 2021 - 2024:** at Môre I'm a product designer for Rede-Itaú [www.userede.com.br](http://www.userede.com.br). I've worked for Rede's developer portal squad, and now, I'm acting in a strategic research squad.

• **DUX, experience and interaction intelligence - São Paulo, 2020-2021:** at DUX Coworkers I've worked like a product manager and product designer too. Using the most knowing design methodologies, tools, and softwares for [www.wingsweb.org](http://www.wingsweb.org), [www.vanzolini.org.br](http://www.vanzolini.org.br), [www.conectas.org](http://www.conectas.org), and Bradesco

• **Casa 96, experience designer - São Paulo, 2019-2020:** I've worked at Casa96's creative team a specialized agency of point-of-sale, promotional actions, and shopper campaigns creating brand experiences for clients such as M. Dias Branco, Ajinomoto, Colgate-Palmolive, Bunge, Melitta, and Ypê.

• **Hands.a, experience designer - São Paulo, 2016-2018:** at Hands.ag I've contributed to the creation and planning of Live Marketing campaigns/activation for Axe, 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:** I've worked in the first team of TracyLocke Brasil, DDB group shopper agency, creating and coordinating P.O.S. campaigns and online activities for the SC Johnson Brasil, and brands like Raid, Baigon, Glade, Off!, Sr. Musculo, Ziplock, Bravo, Duck, and Lysoform. For the DM9DDB agency, I've had the opportunity to develop shopper campaigns for brands like H2OH!, Tok&Stok, and Perdigão that included sales promo materials, online strategies, POP displays, and brand activation.

• **Track&Field Store, creative director - São Paulo, 2014-2015:** a lead of the creative squad for Track&Field, an athleisure brand. Our team developed institutional, promo, online, shopper campaigns, P.O.S. displays, and store openings (Brazil, and the US) besides the promo materials for "Run Series", the largest street running circuit in Brazil.

• **Red Fuse Brasil, shopper designer - São Paulo, 2011-2013:** Member of the first Colgate-Palmolive Shopper program group, which brought Red Fuse (a dedicated squad for Colgate by Y&R) in Brazil. I've helped create campaigns, strategies, and developing 3D POP displays for Palmolive, Protex, Plax, Professional care.

## 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*