

Pedro Jardim

Sr. Visual Designer | Motion Designer | Graphic Designer @ Porto Alegre, RS, Brazil (GMT-3)
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Summary:

Brand and Visual Designer with proven experience of delivering high-quality graphics. Skilled in collaborative project development, meeting deadlines, and maintaining high design standards of composition and typography for compelling visual experiences across design teams.

Languages:

English (Full Professional), Spanish (Upper Intermediate), Portuguese (Native)

Hards Skills:

- Strong expertise in building and optimizing design systems, ensuring brand governance, consistency, and scalability across touchpoints.
- Skilled in Figma for graphic and web design, with useful design system management.
- Motion Design experience in 2D procedural animation.
- Proficient in Adobe Creative Suite for graphic design, motion design e video editing (Photoshop, Illustrator, InDesign, After Effects, Premiere).

Soft Skills:

- Excellent communication, presentation, and interpersonal skills
- Detail-oriented with a strong ability of time management and meeting deadlines
- Candor to give, take and apply creative feedback
- Continuous learning, and early adopter mindset, being up-to-date with the latest trends in design and technology, and also thoughtful not to follow them blindly.
- Strategic and data-driven approach to design

Education:

Bachelor's Degree in Advertising / Communication

UFRGS - Federal University of Rio Grande do Sul | A top-ranked university in Brazil according to INEP.

- Internationally awarded 2nd place for the Master's in Digital Strategy and Creativity, promoted by the Autonomous University of Barcelona, for my graduation's final project. A study investigating the context and strategy of a Burger King Brazil's campaign and its repercussions on social media.

Experience:

Vulto.studio (June 2025 - present)

Senior Creative Visual Designer - Remote, Brazil

- Collaborated closely with the client's marketing team overseeing and developing designs for the whole brand in ads, CRM, inbound marketing, motion design, corporate events.
- Led the strategic planning and hands-on design of a full website redesign for a healthtech brand, aligning user experience, visual identity, and business objectives.
- Improved Figma processes for design systems and component libraries for a faster day-to-day design operation and improved integration from figma to motion design in After Effects.

Paim United Creators (Dec 2021 - June 2025)

Art Director and Motion Designer - Remote, Brazil

- Stepped into leadership responsibilities, filling in for the Creative Leader weekly and in other casual absences, ensuring the smooth flow of work and maintaining high-quality standards.
- Developed compelling creative concepts and key visuals for ad campaigns, brand designs and assets consistently exceeding expectations and conducted direct client presentations, effectively communicating ideas.
- Was responsible for Art Directing photoshoots for product and fashion photography aligned to the desired visual identity and brand vibe.
- Developed motion design projects for corporate presentations, paid media creatives, videocases, and point-of-sale videowalls.
- Delivered print design and digital projects, such as product catalogs, brochures, store-front stickers, retail signage and various point-of-sale materials for over 500 stores nationwide for major retailers such as Camicado and Renner.
- Designed captivating ads in a wide range of formats using Figma, such as Landing Pages, regular paid media ads, rich media ads and Email Marketing in alignment with performance goals and A/B testing it.
- Implemented an agile Figma workflow for paid media, social content and email marketing design, optimizing around 50% of creative time compared to offline photoshop usage.
- Was recognized as a reference person in the subject of figma workflows and responsible for training new professionals in the software.

Escala City Agency (Jul 2021 - Dec 2021)

Mid-level Art Director and Motion Designer - Remote, Brazil

- Created innovative creative concepts, key visuals, and campaigns that captured audience attention and delivered impactful results.
- Conducted direct client presentations, effectively communicating ideas and securing client satisfaction.
- Demonstrated proficiency in developing powerful Visual concepts for brand and logo design ensuring consistent brand messaging and visual aesthetics while rolling out the brand work.
- Produced animated illustrated visuals for social media stickers, and AR experiences (Meta Spark) enhancing brand engagement and user experience.

HappyHouse Agency (Dec 2018 - Jul 2021)

Jr to Mid-level Art Director and Motion Designer - Porto Alegre, Brazil

- Created compelling endomarketing campaigns for large companies, such as Heineken Company Brazil, Novonor, Gol Airlines, delivering a wide range of digital and print products.
- Developed expertise in 2D motion graphics, elevating assets with dynamic visual storytelling.
- Contributed to the success of the Employer Branding team for esteemed clients such as Lojas Renner S.A and GOL Airlines.

UFRGS Historical Heritage Recovery Project (Jul 2014 - Oct 2017)

Communication Assistant - Porto Alegre, Brazil

- Undertaking roles in graphic design, content design for social media, WordPress website development and management.

References available upon request