Gustavo Athayde - Lead Designer | Product Designer

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Senior Visual Designer with 22+ years of experience in graphic design, branding and illustration. Designing and managing projects for many clients in different industries, focusing on user engagement and brand awareness. Love to collaborate in multidisciplinary teams, always interested in management and the strategic aspects of the business

Work Experience

Senior Creative Designer for Marketing and Branding at OpenServ.ai | Apr 2024 - Oct 2024
- Developed and illustrated a character library in Figma to visually represent the AI Agents, providing a scalable, flexible and cohesive visual system, with over a 1000 different character combinations.
- Designed pitch decks and presentation templates to enhance storytelling and effectively communicate the platform's vision to potential stakeholders.
- Created motion design assets and infographics for communication and marketing purposes, ensuring brand consistency across platforms.
- Conducted research on branding evaluation and perception within both the internal team and external audiences, identifying opportunities for improvement.
- Proposed the redesign of OpenServ's logo and delivered an enhanced color palette to elevate the brand's visual identity and align it with the company's evolving mission.

Senior Visual Designer at Mckinsey Consulting | Sep 2021 - Present Date
- Enhanced clarity and impact of reports and presentations creating iconography, mapping and infographics attending 500+ projects. Managed to capture user needs and goals with user journey illustrations
- Implemented more than 70 consultancy presentation templates aligning with brand guidelines, improving consistency of deliverables.

Lead Designer at Gustha Studio | Mar 2011 - Present Date
- Managed 250+ design projects, crafting strategic visual communication solutions that enhanced brand awareness and customer loyalty.
- Developed distinctive and memorable branding and visual identities, aligning with each business's core values.
- Produced 300+ infographics, illustrations, and rich picture projects, elevating visual content for both large enterprises and small businesses.

Senior Visual Designer at EICOM Institute | Nov 2021 - Nov 2022
- Led EICOM brand redesign and repositioning under the "Phronesis" concept, which emphasized practical wisdom.
- Compiled a comprehensive brand style guide, overseeing the communication asset library and institutional presentation templates.
- Established visual guidelines for 10+ educational programs and trade show displays, including the VTEXDay event.

Education

Illustration: one-year at Istituto Europeo di Design - São Paulo, Brazil - Jul 2009 - Jun 2010
Postgraduate Course in Product Design at UNEB - Bahia, Brazil - Aug 2003 - Apr 2005
Bachelor in Art Education / Graphic Computing at UNIFACS - Bahia, Brazil - Mar 1998 - Nov 2001

Skills

Experienced Visual and User Interface Designer, Interaction and Experience Design, Branding Management, Infographics, Illustration, Design thinking, Prototyping, Typography, Editorial Design,

Languages

Portuguese: Native
English: Fluent
Spanish: Basic