

Vinicius Galhardo

CREATIVE MANAGER · BRANDING & GROWTH · ART DIRECTION

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I lead creative teams that turn *brand* into *business* results.

PROFILE

Creative leader with 14 years across communication, design and advertising, leading and managing teams since 2021. My path combines creative direction, art direction, brand building, performance and team development, in agencies and tech companies. I lead multidisciplinary in-house creative teams, structure processes and workflows, manage stakeholders and suppliers, and build 360 campaigns, visual identities and performance-driven creative. I work where creative leadership, art direction, branding, growth and generative AI meet, connecting creativity and technology to business goals. Looking for Creative Management roles in tech companies.

9	300+	-30%	150+	-40%
people led in the Conta Azul creative team	pieces delivered per month	average production time	touchpoints in the Clicksign rebrand, in 4 months	concept exploration time with generative AI

EXPERIENCE

J&T Express

Senior Creative Lead

MAR — AUG 2026

RESPONSIBILITIES

- End-to-end leadership and direction of a multidisciplinary design team.
- Visual direction of the brand across interfaces, campaigns and activations.
- Creative decks and design direction to align local and global stakeholders, communicating in English.
- On-brand assets at scale with generative AI (Midjourney, Claude, Runway).
- Creation and management of LinkedIn Ads and digital media campaigns.

RESULTS

- 40% less time exploring concepts and key visuals, by building generative AI into the creative process.
- Brand direction aligned between Brazil and global stakeholders, using visual references and creative decks as the basis for approval.
- Consistent brand across campaigns and activations, including the Fórum E-commerce Brasil 2026 stand and the World Cup 2026 bar.

Conta Azul

Senior Creative Coordinator

APR 2024 — MAY 2025

RESPONSIBILITIES

- Led a multidisciplinary creative team of 9, with agile rituals, biweekly 1:1s and development tracking.
- Built and applied brand guidelines across channels.
- Planned and managed campaigns and the creative calendar with Sales and Product.
- Developed and A/B-tested performance creative for Meta, Google and LinkedIn Ads.
- Managed suppliers and external production partners.
- Trained the team in generative AI tools (Midjourney, ChatGPT, Runway).

RESULTS

- 300+ pieces delivered per month, with 30% shorter average production time.
- Continuous A/B tests on Meta, Google and LinkedIn Ads, optimized for CTR and conversion.
- Team development: 3 people promoted, 4 promotions in total.
- Creative direction of the Conta Azul Con 2024 identity with a team of 7, after the 2023 lambe-lambe poster series.

Conta Azul

Creative Coordinator

APR 2023 — APR 2024

RESPONSIBILITIES

- Led the multidisciplinary in-house creative team.
- Strategic branding direction with the brand team; creative strategy and brand consistency.
- 360 campaigns and key visuals.

RESULTS

- Promoted to Senior Creative Coordinator after one year in the role.

Clicksign

Creative Coordinator

SEP 2021 – APR 2023

- RESPONSIBILITIES
- Set up and managed the in-house creative team of designers and videomakers.
 - Structured processes, workflows and design culture.
 - Consultative partner to Marketing in finding brand-strengthening opportunities.
 - Led rebrand implementation and the spread of the new visual standards across teams.

- RESULTS
- Rebrand rolled out across 150+ touchpoints (product, site, campaigns, internal materials) in 4 months.
 - In-house creative team built from scratch, with its processes and working model.
 - Talent development: intern promoted to junior and then mid-level designer.

Clicksign

Art Director | Senior Designer

JUL 2020 – SEP 2021

- RESPONSIBILITIES
- Art direction and production for video, animation, social media, internal communication and campaigns.
 - Managed art and design demand, keeping visual consistency across channels.

- RESULTS
- Art direction of the 2021 rebrand, including the new visual identity and the website redesign.
 - Promoted to Creative Coordinator, later leading the creative team.

EARLIER EXPERIENCE

Digital Industry

2020

Art Director | Senior Designer

Social media concepts and pieces (static, video, animation). Clients: E! Entertainment, Edenred/Ticket, HDI Seguros, Bimbo.

l4bits

2018 – 2020

Art Director | Mid-level Designer

Social media concepts and pieces across formats. Clients: Canal Sony, AXN, Notícias da TV, Grupo Boticário.

Dedo de Moça

2016 – 2019

Art Director | Designer · Freelance

Concepts and pieces for social media, video and animation. Clients: Acana, Side Bar, All Black Bar, Kiaora Bar, Vetor Editora.

ClickBus

2014 – 2016

Art Assistant · Art Intern

Online and offline communication pieces, layout and finishing.

EDUCATION

JAN 2024 – APR 2025 · FAAP

Design Management & Excellence

Postgraduate degree

2012 – 2015 · SENAC

Advertising

Bachelor's degree, Social Communication

2022 · MIAMI AD SCHOOL

Creative Leadership

Extension course

SKILLS & LANGUAGES

Craft

Creative direction · art direction · branding · performance creative (Meta, Google, LinkedIn Ads)

Leadership

Creative leadership · processes and workflows · stakeholder and supplier management · team development

Tools

Generative AI (Midjourney, Runway, ChatGPT, Claude, Kling AI) · Illustrator · Photoshop · After Effects · Figma

Languages

Portuguese (native) · English (native/bilingual) · Spanish (professional)

Honors

Winning photo, EletriCidade contest · Winning photo, Exto Estaiada contest

SELECTED WORK

FULL CASES AT [BEHANCE.NET/VGALHARDO](https://www.behance.net/vgalhardo)

