RAFAEL ARECO

ART DIRECTOR | SENIOR GRAPHIC DESIGNER | BRAND DESIGNER

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PROFESSIONAL SUMMARY

Art Director and Senior Graphic Designer with 7+ years of experience in brand identity, integrated campaigns, institutional communication, event branding and digital products. Combines creative direction, brand strategy and business goals to build clear and consistent visual systems across digital, print and live experiences. Advanced in Adobe Creative Cloud, Figma, Framer and AI-assisted workflows, with UX/UI as complementary expertise.

CORE SKILLS

Art Direction & Brand: Art direction, brand strategy, visual identity systems, key visuals, branding and rebranding.

Campaigns & Content: Integrated campaigns, institutional communication, editorial design, social media, motion and video.

Digital & Experiences: Web and digital product design, event branding, project management, UX/UI and AI-assisted creation.

SELECTED IMPACT

- Contributed to the visual communication of Brazil's new National Identity Card (CIN) and federal modernization initiatives.
- Helped restructure Correio Braziliense's page creation system and design its multi-site platform, digital products and major event identities.
- Restructured a brand ecosystem with visual variations at Mutante Digital and redesigned content platforms and digital products.

PROFESSIONAL EXPERIENCE

Mutante Digital | Senior Graphic Designer

Jan 2026 - Present

- Lead visual identities, key visuals and campaigns for social media, advertising, product launches and events.
- Restructured a brand ecosystem with 6+ visual variations, aligning positioning, tone of voice and brand guidelines.
- Redesigned digital products and content platforms while producing editorial, presentation and landing-page assets with AI-assisted workflows.

Descomplica Idiomas | Visual Designer / Art Director

Jan 2025 - Dec 2025 | Brasília, DF

- Developed launch campaigns and key visuals for social media, YouTube, Meta Ads, landing pages and physical products.
- Created brand systems, guidelines, tone-of-voice frameworks, product prototypes and digital design systems.
- Led creative projects and supported video art direction, producing apparel, promotional products and editorial materials.

Correio Braziliense | Visual Designer / Art Director

Mar 2023 - Nov 2024 | Brasília, DF

- Developed brand strategies, visual identities and 360-degree campaigns for institutional and commercial initiatives.
- Helped redesign the page creation system, multi-site platform and digital products, including Escolha a Escola do Seu Filho.
- Created visual identities and event materials for CASACOR 2024, Brasília Marathon, Encontro Gastro, Clube FM and the OAB-DF elections.
- Produced visual proposals and brand applications for clients including Caixa Econômica Federal and Banco do Brasil.

Presidency of the Republic - Secretariat for State Modernization (SEME) | Graphic Designer
Jan 2022 - Jan 2023 | Brasília, DF

- Developed visual identities, key visuals, institutional campaigns and motion graphics for federal government initiatives.
- Contributed to the Brazilian National Identity Card (CIN), Doing Business Brazil and TransformaGov.
- Produced digital, print and event communication, supporting visual planning, live broadcasts and institutional activations.

Urban Cleaning Service (SLU) | Graphic Design Intern
Jan 2021 - Jan 2022 | Brasília, DF

- Created institutional campaigns, event identities, billboards, banners, uniforms and environmental graphics.
- Worked with printers, scenographers and suppliers to deliver seasonal and event communication materials.

Eagle Agency | Junior Graphic Designer
Apr 2019 - Dec 2020 | Campo Grande, MS

- Created campaign, website and social media assets for online course launches and brand projects.
- Supported visual identity, key visual and campaign concept development across multiple channels.

EDUCATION

MBA in Marketing and Branding | Faculdade Descomplica | 2025 - 2026
Postgraduate Degree in UX Design | Centro Universitário de Brasília (UniCEUB) | 2024
Associate Degree in Graphic Design | UDF Centro Universitário | 2021 - 2022

TOOLS & LANGUAGES

Design: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Framer and PowerPoint.
AI: ChatGPT, Gemini, Grok, Higgsfield, ComfyUI, Open Design, Claude Code.
Languages: Portuguese - Native | English - CEFR C1 (Advanced) | Spanish - A1.