

# Raffael Dutra Rocha

Creative Lead · Senior Art Director · Product Designer  
*Málaga, Spain · Remote or hybrid*

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Portfolio: [rdvcv.com/portfolio](https://rdvcv.com/portfolio)

## Summary

Creative lead with **10+ years** in agencies and freelancing, taking brand, campaign and digital product work from first insight to final delivery. I **led the strategy and creative direction of a rebrand** that made the brand its category's top seller for three consecutive months, and helped turn an agency into a business consultancy that kept its largest client. I **mentor creatives** through a hands-on concept masterclass and creative workshops, and build **AI-assisted workflows** that speed up delivery while keeping output consistent.

## Experience

**Freelancer | Senior Art Director, Brand & Product Designer | Remote**  
*2020 - Present*

I lead creative direction end to end for independent clients and products, from concept to final delivery. I directed the visual concept of a card game and led its UX/UI into a digital product. I run creative workshops that **mentor creatives and designers** to build stronger concepts, and I build **local AI workflows** under my art direction that speed up production while keeping it on-brand.

**Criah | Senior Art Director & Creative Designer | Hybrid**  
*Dec 2021 - Sep 2022*

I led design for critical business needs, from a promotional film for an automotive group aired during an F1 broadcast break to the launch concept for a Philips-Nortel partnership. When a campaign broke at the last minute, I took ownership of the fix and kept the client's launch on schedule. I also **mentored creatives** through a masterclass on a hands-on method for improving creative concepts.

**Art.co | Creative Lead, Senior Art Director & Brand Strategist | Hybrid**  
*Oct 2016 - Dec 2021*

I **led the creative team**, raising its creative standards and the quality of its work through direction and feedback. I set the brand strategy for Phitóss that made it the **top-selling product in its category in Brazil** for over three months, and helped turn the agency from a traditional advertising model into a business consultancy, which led to the re-contracting of a major client. I also delivered shopper journey insights for clients such as Lopes Supermercados and Instituto Ayrton Senna.

**M51 | Graphic Designer & Art Director | In office**  
*May 2015 - Oct 2016*

I developed insights, creative ideas and art direction for marketing campaigns for Ingersoll Rand, Mexichem, Amanco and Unimed, turning each client's brief, business context and audience into work that resonated.

## Education

**Master in Business Innovation | UFSCar | Brazil**  
*Jan 2018 - Dec 2019*

Innovation management through human-centered design: self, startup and corporate innovation.

**Bachelor's Degree in Cinema | CEUNSP | Brazil**  
*Jan 2007 - Dec 2011*

Storytelling, art direction and documentary filmmaking.

## Core Skills

- Team Leadership
- Mentoring
- Design Systems
- Integrated Campaigns
- Workshop Facilitation
- Systemic Thinking
- AI-Assisted Workflows
- Stakeholder Collaboration

## Tools

- Design*  
Figma, Adobe CC, Photoshop, Illustrator, InDesign
- Motion & Video*  
After Effects, Premiere
- AI*  
ComfyUI, Midjourney, Claude, agent harnesses

## Languages

- English (*Advanced*)
- Spanish (*Beginner*)
- Portuguese (*Native*)

## Hobbies

I love making music, films and writing compelling stories for games and anime.