Raffael Dutra Rocha

Creative Lead · Senior Art Director · Product Designer

Málaga, Spain · Remote or hybrid

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Portfolio: rdrvcv.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.