

CAROLINA RODRIGUES BIVENS

ART DIRECTOR | SENIOR BRAND DESIGNER | BRAND & INTEGRATED DESIGN

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PROFESSIONAL SUMMARY

Multidisciplinary Senior Graphic Designer and Art Director with 15+ years of experience developing brand identities, integrated campaigns, presentation decks, event branding, and print and digital content across healthcare, entertainment, sports, culture, and lifestyle. Collaborates with global brands, agencies, production companies, and cross-functional teams across the U.S., LATAM, and EMEA to deliver concept-driven visual storytelling and consistent brand execution. Bilingual in English and Portuguese. Authorized to work in the U.S. without sponsorship.

CORE SKILLS

Graphic Design | Art Direction | Brand Identity | Integrated Campaigns | Visual Storytelling | Creative Strategy | Concept Development | Design Systems | Marketing Collateral | Print & Digital Design | Presentation Design | Key Art | Event Branding | Social Media Content | Production Design | Team Leadership | Client Collaboration | Adobe Creative Suite | Keynote | Microsoft PowerPoint & Office | Google Slides | Canva | WordPress | Wix | Web Design | Midjourney | ChatGPT

PROFESSIONAL EXPERIENCE

Integrated Designer (Contract) | Brandtech Plus | Remote

February 2026 – July 2026

- Applied the Solventum brand identity, formerly 3M Health Care, across marketing and communications for LATAM and EMEA while maintaining consistency with global brand standards.
- Produced and adapted brand-compliant visual assets for regional audiences across print and digital channels.
- Collaborated across markets and stakeholders to translate global creative direction into culturally relevant regional executions.

Art Director & Graphic Designer (Freelance) | Independent / Various Clients | Los Angeles, CA & São Paulo, Brazil

March 2019 – Present

- Develop brand identities, integrated campaigns, websites, presentation decks, social content, and print and event collateral for agencies, production companies, cultural organizations, and global brands.
- Create director's treatments and pitch decks for film and branded-content projects, translating creative concepts into compelling visual narratives.
- Design film-distribution campaigns for Area23a releases, including Fantastic Fungi, Common Ground, Music for Mushrooms, and We Are Guardians.
- Design collectible sticker books for Panini Group projects including ATP Rio Open, Ford Mustang 60th anniversary, Dow 125th anniversary, and Banco Mercantil 80th anniversary.
- Lead ongoing visual identity and campaign design for LABRFF, BHFF, and other film, music, and audiovisual events across digital, social, print, web, and on-site applications.
- Selected agency and media clients include W3Haus, W/McCann, VML, Multishow, São Paulo Audiovisual Hub, Rio Market, and t. PR Agency.

Head of Creative | NSports | São Paulo, Brazil

February 2022 – August 2023

- Led a six-person creative team producing brand, marketing, broadcast, social, and live-event graphics for a sports streaming platform.
- Set visual direction and quality standards across marketing initiatives, live broadcasts, and events to maintain a consistent brand experience.
- Facilitated creative concept development and cross-functional collaboration while managing concurrent, deadline-driven deliverables.

Senior Graphic Designer | Corazon Filmes | São Paulo, Brazil

December 2017 – March 2019

- Developed visual concepts, key art, pitch materials, and production assets for film, television, and branded-content projects.
- Partnered with directors, producers, and clients to translate narratives and business objectives into cohesive visual presentations.

Senior Art Director | BossaNovaFilms | São Paulo, Brazil

October 2015 – December 2016

- Led concept development and visual storytelling for directing treatments, pitch decks, and branded-content presentations.
- Collaborated with creative and production teams to strengthen narrative coherence and presentation quality across projects.

Graphic Designer | Vetor Zero | São Paulo, Brazil

October 2014 – October 2015

- Created design assets and visual solutions for animation, advertising, and production projects serving Brazilian and international clients.

Graphic Designer | O2 Filmes | São Paulo, Brazil

August 2012 – September 2014

- Designed pitch decks, key art, and production materials for film, television, and advertising projects in collaboration with multidisciplinary creative teams.

Graphic Designer | Hungry Man Production Company | São Paulo, Brazil

January 2012 – July 2012

- Produced visual concepts and presentation materials for commercial and branded-content productions.

Art Director | Publicis Brasil | São Paulo, Brazil

February 2009 – December 2011

- Developed integrated campaign concepts and visual executions for agency clients across print and digital channels, including healthcare work for Sanofi Aventis.
- Collaborated with copywriters, strategists, account teams, and production partners from concept development through final delivery.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Advertising — Universidade Metodista de São Paulo, Brazil

Creative Design — Panamericana Escola de Arte e Design

Screenwriting & Producing — New York Film Academy

Cool Hunting — Escola São Paulo

LANGUAGES

Portuguese — Native | English — Highly Proficient | Spanish — Proficient