

CAROLINA RODRIGUES BIVENS

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GRAPHIC DESIGNER AND ART DIRECTOR

"Visionary Leader with Extensive Experience Driving Impactful Experiences that Resonate with Audiences, Forging Lasting Connections and Fostering Brand Loyalty."

Results-driven professional with concrete background in shaping compelling visual narratives and elevating brand identities. Proven expertise in leading creative teams and delivering impactful design solutions across diverse platforms, including print, digital, and multimedia. Adept at translating marketing goals into visually stunning and effective design strategies. Extensive experience in art direction, branding, and user-centered design. Recognized for blending artistic vision with strategic thinking to create designs that resonate with target audiences. Demonstrated success in collaborating with cross-functional teams, meeting tight deadlines, and exceeding client expectations. Exceptional leadership skills combined with a hands-on approach to design, ensuring the seamless execution of creative concepts.

CORE PROFICIENCIES

Art Direction | Visual Communication | Creative Strategy | Concept Development | Illustration & Branding
Brand Identity Development | Marketing Collateral Design | Presentation Decks | Client Relationship Management |
Team Leadership | Social Media Content | Key Art Design | Print and Digital
Technical Skills: Illustrator | Photoshop | InDesign | Muse | Acrobat | Keynote | Microsoft Office | Google Slides | Canva

PROFESSIONAL EXPERIENCE

NSports (nsports.com.br), São Paulo, SP – Brazil **Feb 2022 to Aug 2023**
Head of Creative

Created dynamic and visually striking graphics to enhance overall fan experience during live events, broadcasts, and on digital platforms. Harmonized all written or visual communications with core values of NSports.

- Encouraged team members to share insights and collaborate on content ideas by organizing regular brainstorming sessions.
- Maintained high standards for design quality across multiple marketing projects by steering 6-member team of designers.

Corazon Filmes (corazon.tv.br), São Paulo, SP – Brazil **Dec 2017 to March 2019**
Senior Graphic Designer

Contributed to creation of compelling and strategic TV spots that effectively convey brand messages and resonate with target audience. Navigated transitions between research and art support roles based on project requirements to benefit from holistic understanding of goals and requirements.

- Utilized creative skills to elevate overall visual aesthetics of productions, ensuring visually appealing and cohesive presentation.
- Verified alignment of post-production process with established story arc, emphasizing key moments and plot developments.
- Collaborated with clients throughout pitch process to generate captivating concepts in compliance with client's objectives.
- Translated directing treatments into visually appealing presentations that convey directorial vision.

BossaNovaFilms (bossanovafilms.com.br), São Paulo, SP – Brazil **Oct 2015 to Dec 2016**
Senior Art Director

Steered development of creative concepts that encapsulate essence and narrative of Atraves.tv. Worked closely with Director Georgia Guerra-Peixe to refine visual concepts in treatments and pitch decks.

- Set up and administered online platform to curate and document diverse range of artists' creative processes, reflecting variety of disciplines and styles.

Vetor Zero (vetorzero.com.br), São Paulo, SP – Brazil **Oct 2014 to Oct 2015**
Graphic Designer

Contributed to projects involving 2D and 3D animation, stop motion, live action, VR, AR, and other forms of moving images, providing tailored animation solutions based on project goals.

- Achieved consistency in visual branding across TV spots and pitch decks by reinforcing company's identity and artistic style via collaboration with senior management.

O2 Filmes (o2filmes.com), São Paulo, SP – Brazil

Aug 2012 to Sep 2014

Graphic Designer

Worked on projects that contributed to O2 Filmes' legacy of producing award-winning films and content.

- Infused innovation into visual storytelling process, exploring creative and unconventional design approaches.

Hungry Man Production Company (hungryman.com), São Paulo, SP – Brazil

Jan 2012 to Jul 2012

Graphic Designer

Experimented with design elements holding international appeal while maintaining relevance in diverse markets.

- Demonstrated versatility in creating design solutions that cater to unique requirements of projects spanning different countries and markets, including Brazil, the UK, and USA.

Additional Experience:

- Art Director | Publicis Brazil (publicis.com.br), São Paulo, SP – Brazil, Feb 2009 to Dec 2011
- Art Assistant | Arteria Comunicação, São Paulo, SP – Brazil, Sep 2007 to Jan 2009

FREELANCE EXPERIENCE

Beverly Hills Film Festival, Los Angeles, CA

Apr 2021 to Present

Senior Graphic Designer

Utilize video assets to showcase key moments, performances, and attractions to drive engaging representation of festival.

- Developed visual identity that sets annual festival apart by aligning design concepts with overall vision of festival.

Los Angeles Brazilian Film Festival, Los Angeles, CA

Jul 2019 to Present

Senior Graphic Designer

Ensure continuity of festival's visual identity across multiple editions, creating recognizable and cohesive brand image. Introduce gradual evolutions in design elements to keep visual identity fresh and relevant while maintaining key brand components.

- Encouraged audience interaction and organic promotion by developing compelling social media assets, video content, and on-site event materials, resulting in expedited sales of premiers.

Common Ground- The Movie, Los Angeles, CA

Aug 2023 to Present

Graphic Designer

Shaped artistic direction for premieres across the USA, Canada, and Brazil as Graphic Designer for marketing campaign of "Common Ground," highly anticipated sequel to documentary juggernaut "Kiss the Ground." Exposed hidden complexities of the broken food system, shedding light on the influence of money, power, and politics.

- Orchestrated cohesive visual narrative for documentary, seamlessly blending investigative journalism with personal narratives from food movement leaders.

Additional Experience:

- Graphic Designer | Fantastic Fungi Global Summit, Remote, Aug 2021 to Oct 2021
- Senior Art Director | W3Haus, São Paulo, SP – Brazil, Jun 2021 to Jan 2022
- Senior Graphic Designer | WMcCann, São Paulo, SP – Brazil, NOV 2020 to May 2021
- Senior Art Director | VMLY&R, São Paulo, SP – Brazil, Jan 2020 to Oct 2020
- Graphic Designer | Reclame Multishow TV Show, São Paulo, SP – Brazil, Mar 2019 to Mar 2020

EDUCATION & CREDENTIALS**Bachelor of Arts in Advertising**

Universidade Metodista de São Paulo, São Paulo, SP – Brazil

Screenwriting, New York Film Academy, Los Angeles, CA**Production**, New York Film Academy, Los Angeles, CA**Cool Hunting**, Escola São Paulo, São Paulo, SP – Brazil**Creative Design**, Panamericana, Escola de Arte e Design, São Paulo, SP – Brazil**LANGUAGES**

Portuguese – Native | English – Proficient | Spanish – Advanced