

Carolina Rodrigues Bivens

Graphic Designer, Art Director & Production Designer
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Professional summary

Multidisciplinary Art Director and Graphic Designer with over 15 years of experience crafting brand identities, campaigns, and design systems across entertainment, culture, sports, and lifestyle. Collaborates with agencies, production companies, and global brands to deliver concept-driven visual storytelling for print and digital platforms. Bilingual (EN/PT). U.S. Green Card holder.

Skills

Art Direction,
Graphic Design,
Visual Communication,
Creative Strategy,
Concept Development,
Brand Identity Development,
Marketing Collateral Design,
Presentation Decks,
Client Relationship Management,
Event Branding,
Team Leadership,
Social Media Content,
Key Art Design,
Print,
Digital,
Keynote,
Microsoft Office,
Google Slides,
Canva,
Adobe Creative Suite,
Wordpress,
Wix,
Web Design,
MidJourney,
Chat GPT,

Links

Portfolio:
www.carolpunkeca.rocks,
LinkedIn: www.linkedin.com.

Languages

Portuguese (*Native*),
English (*Highly proficient*),
Spanish (*Proficient*).

Employment history

Self-employed Art Director & Graphic Designer, Mar 2019 – Present

Various, Los Angeles, CA | Sao Paulo, SP

- t. PR Agency (2025–2025) – Design for personal branding, websites, and social media. Help talent and brands strengthen their online presence through cohesive, strategic visuals.
- Sao Paulo Audiovisual Hub (2025–2025) – Led visual identity for major audiovisual event, initiative by the São Paulo Secretariat of Culture and APAA. Created branding, website, social assets, and event materials.
- Area23a (2023–Present) – Designed film distribution campaigns for global releases including *Fantastic Fungi*, *Common Ground*, *Music for Mushrooms*, *We Are Guardians* and more.
- Panini Group (2022–Present) – Designed collectible sticker books for major commemorative projects: ATP Rio Open (2024–25), Ford Mustang (60 yrs), Dow (125 yrs), Banco Mercantil (80 yrs), and more.
- Los Angeles Brazilian Film Festival (LABRFF) (2019–2025) – Ongoing development of visual identity across editions. Social media, digital, and print collateral for festival promotion.
- Beverly Hills Film Festival (BHFF) (2021–Present) – Created a cohesive visual system for brand recognition and audience engagement.
- Los Angeles Music Video Festival (LAMV) (2020–2024) – Social and event graphics to support programming and outreach.
- Rio Market – Festival do Rio (2021–2022) – Branded visuals and promotional materials for Brazil's premier film industry market.
- W3Haus (Advertising Agency) (2021–2022) – Art direction for Mercado Livre social media campaigns.
- W/McCann (Advertising Agency) (2020–2021) – Campaign creative for Seara, including branded content for Big Brother Brasil.
- VML (Advertising Agency) (2020) – Campaign visuals for L'Occitane au Brésil and en Provence.
- Multishow – Reclame (2019–2020) – Graphic design for show visuals, web, and social platforms.
- Production Companies (2019–Present) – Created director's treatments and pitch decks for film and branded content.

Head of Creative, Feb 2022 – Aug 2023

NSports, Sao Paulo, SP – Brazil

- Led design team to create impactful graphics for live events and digital platforms, enhancing fan experience.
- Organized brainstorming sessions to foster team collaboration and idea sharing.
- Ensured high design quality across marketing projects by managing a 6-member team.
- Aligned all visual communications with NSports' core values.
- Significantly improved visual engagement during broadcasts and events.

Senior Graphic Designer, Dec 2017 – Mar 2019

Corazon Filmes, Sao Paulo, SP – Brazil

- Elevated visual aesthetics of productions, ensuring cohesive presentations.
- Aligned post-production with story arcs, highlighting key moments.
- Collaborated with clients to create concepts meeting objectives.
- Transformed directing treatments into visually compelling presentations.

Senior Art Director, Oct 2015 – Dec 2016

BossaNovaFilms, Sao Paulo, SP – Brazil

- Led creative concept development for Atraves.tv, enhancing narrative coherence and visual appeal.
- Collaborated with Director Georgia Guerra-Peixe to refine visual treatments and pitch decks.
- Established and managed an online platform documenting diverse artists' creative processes.
- Curated content reflecting various artistic disciplines, broadening the platform's cultural scope.
- Improved user engagement and content diversity, significantly boosting platform visibility.

Graphic Designer, Oct 2014 – Oct 2015

Vetor Zero, Sao Paulo, SP – Brazil

- Collaborated with senior management to ensure visual branding consistency in TV spots and pitch decks.
- Contributed to achieving measurable improvements in visual branding across multiple platforms.

Graphic Designer, Aug 2012 – Sep 2014

O2 Filmes, Sao Paulo, SP – Brazil

- Collaborated with teams to produce award-winning films, contributing to O2 Filmes' prestigious legacy.
- Explored creative design approaches, resulting in unique and memorable visual content.
- Utilized advanced graphic design skills to elevate the visual impact of various projects.
- Pioneered dynamic visual concepts, enhancing O2 Filmes' storytelling capabilities and pushing creative boundaries.

Graphic Designer, Jan 2012 – Jul 2012

Hungry Man Production Company, Sao Paulo, SP – Brazil

- Developed design elements for international markets, ensuring cultural relevance and appeal.
- Created effective visual solutions for global campaigns, meeting specific project needs and boosting engagement in target markets.

Art Director, Feb 2009 – Dec 2011

Publicis Brasil, Sao Paulo, SP - Brazil

- Directed healthcare campaigns for Sanofi Aventis, enhancing public and doctor engagement.
- Collaborated with cross-functional teams to deliver creative solutions for diverse agency clients.
- Supported colleagues in campaign development, fostering a collaborative work environment.
- Contributed to innovative campaigns, achieving measurable results in client satisfaction.

Education

Bachelor's Degree in Advertising, Aug 2004 – Jun 2008

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

Screenwriting, Sep 2013 – Nov 2013

New York Film Academy, Los Angeles, CA

Producing, Sep 2013 – Dec 2013

New York Film Academy, Los Angeles, CA

Cool Hunting, May 2011 – Nov 2011

Escola Sao Paulo, Sao Paulo, SP – Brazil

Creative Design, Jun 2006 – Dec 2008

Panamericana, Escola de Arte e Design, Sao Paulo, SP – Brazil

Press

[ShoutoutLA](#)

[Bold Journey](#)

[Canvas Rebel](#)

[Voyage LA](#)