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Victor Di Lorenzo

Creative Art Director

with know-how in digital strategies, content development, branding and real-time marketing for beauty, retail, financial, entertainment and tech brands.

education

BA, Design
2001 -2004

**Adobe Illustrator
Professional**
at Senac Brasil

**Adobe Photoshop
Professional**
at DRC Institute

**Graphic Design Posters
with Rico Lins**
at Recife Design Center

L'italiano essenziale
at Italica

skills

Art Direction
Creative Direction
Graphic Design
Branding
Social Media Marketing
Digital Strategy
Project Management
Script Writing

**Project showcased at
SXSW 2017**

*Fluent in
portuguese and english.
Studying Italian.*

experience

Creative Art Director

Independent - August 2019 - present | Sao Paulo, Brazil.

Working independently, apart from occasional collaborations, I've been invited to work with MESA Company to co-create a campaign for Google Brazil. I've also collaborated as a Consultant Creative Director for AB Results, an agency focused on solutions for the B2B clothing market. Subsequently, I've worked as Design Lead for Gal, a new startup focused on aggregate salons, assisting them in delivering smart beauty experiences. Most recently I've collaborated with W3 Haus to launch a skincare line of products for Boticário, a Brazilian Beauty Brand.

Senior Art Director

Mutato - January 2014 - July 2019 | Sao Paulo, Brazil.

Having worked at Mutato for five years, I had the opportunity to collaborate with great brands, such as Samsung, Coca-Cola, Google, Netflix, Avon, and Itaú, developing concepts for campaigns focused on social and digital.

Working for Avon, I'm proud of my accomplishments in help driving historical changes in the local beauty advertising industry. By conceptualising and selling broader "inclusivity" as an authentic, compelling and progressive business strategy - versus often ingrained normative beauty standards - my team was able to successfully promote all kinds of beauty from Brazil's incredible mosaic of ethnic and cultural diversity. Back in 2017, my team was honoured to have this narrative-shifting work showcased as best-in-practice in an SXSW festival panel.

Continuing this mission of implementing the disruptive changes we made around diversity in Brazil to all the other Avon markets, I also worked as a creative for the Global team, developing campaigns for several markets, such as the UK, Italy, Germany, Spain, Argentina, Russia, Mexico, Bosnia Herzegovina, Serbia, the Philippines, and more.

After Avon, I've had the pleasure of working with another giant: Itau Bank, the biggest Bank of South America, an operation designed to identify and create opportunities of relevant conversations in real-time for all Itau brands, such as Credicard and Itaucard.

Content & Social Media Manager

Verge Studio - May 2013 - December 2014 | Taubate, Brazil.

I've implemented the creative and strategic areas focused on digital and social media at this agency, located in Taubate, where I've also developed their first social campaigns.

Creative Art Director

Publicarte - 2012 - April 2013 | Taubate, Brazil.

Located in Taubate, my role was to manage the creative team and provide art direction focused on offline campaigns, publishing, and editorial design for local markets.

Content & Social Media Manager

Contains Gluten Mag - 2011 - 2013 | Sao Paulo, Brazil.

Contem Gluten (Contains Gluten) was a project that I have been part of with other designers and illustrators. As a group, we used to make a curatorship of visual references and presented them in a digital magazine through a website.

Graphic Designer

RTM Marketing - February 2010 - July 2010 | Curitiba, Brazil.

Located in Curitiba, this agency was specialized in retail strategy for POS. As an Art Director, the main client I've worked for was

Art Director

Play Propaganda - July 2009 - December 2009 | Taubate, Brazil.

Located in Taubate, I've worked as an Art Director focused on offline campaigns, publishing, and editorial design for the local markets.

Visit my portfolio at

vicdilorenzo.com