

RICHARD CARVALHO

Senior Brand & Marketing Designer

www.rickocarvalho.com
linkedin.com/in/rickocarvalho
rickocarvalho@outlook.com

PROFESSIONAL SUMMARY

Senior Brand & Marketing Designer with 20+ years of experience creating brand identities, marketing campaigns, and visual communications for startups, enterprise companies, and global brands. Skilled at translating business goals into strategic design solutions that strengthen brand perception, support growth, and improve customer engagement. **Experienced in collaborating with cross-functional teams and contributing to projects involving brands such as Disney, Activision Blizzard, Discovery Kids, Konami, and Capcom.**

CORE COMPETENCIES

Brand & Creative	Marketing & Communication	Design & Execution	Leadership & Collaboration
Brand Strategy	Marketing Design	Visual Design	Cross-Functional Collaboration
Brand Identity Development	Campaign Development	Presentation Design	Stakeholder Management
Creative Direction	B2B Marketing	Design Systems	Creative Problem Solving
Art Direction	B2C Marketing	Digital Marketing Assets	
Visual Storytelling	Sales Enablement	Print & Packaging Design	

EXPERIENCE

Sofia Health <i>Senior Brand & Marketing Designer</i> Remote (US-Based Startup) Feb 2024 – Present	- Leading the evolution and consistency of the Sofia Health visual identity across digital and marketing channels. - Created sales and marketing materials used across multiple customer touchpoints and acquisition campaigns. - Collaborating closely with leadership, marketing, and sales teams to support business growth initiatives. - Creating customer-facing visual experiences aligned with brand positioning and user engagement goals. - Supporting the development of scalable design systems and marketing workflows.
Vez Comunicação Estratégica <i>Head Designer</i> Jan 2023 – Jul 2023	- Led creative execution and design strategy for agency clients across multiple industries. - Developed integrated marketing materials for digital and print campaigns. - Partnered with clients and internal teams to improve communication effectiveness and brand consistency. - Evaluated campaign performance through client feedback and business objectives.
Independent Brand Design Consultant May 2021 – Dec 2022	- Provided branding and visual communication consulting for small and medium-sized businesses. - Developed brand identities, visual systems, marketing materials, and communication strategies. - Collaborated with agencies and business owners to strengthen market positioning and brand recognition. - Delivered strategic design solutions aligned with growth and business objectives.

Faculdades Pequeno Príncipe

Graphic Designer

Jul 2017 – May 2021

- Developed institutional communication materials supporting marketing and educational initiatives.
- Created campaigns and visual assets for digital and print channels.
- Collaborated with multidisciplinary teams to improve communication effectiveness and brand consistency.

Positivo Tecnologia

Head Designer

Aug 2004 – Oct 2015

- **Progressed from Design Intern to Head Designer during an 11-year career, helping build and scale the company's marketing and brand communication capabilities.**
- Played a key role in building and structuring the company's marketing department.
- Led creative development of marketing campaigns, retail communication, packaging, and promotional materials.
- Collaborated with internationally recognized brands including Disney, Discovery Kids, Activision Blizzard, Konami, and Capcom.
- Helped establish design best practices and visual communication standards across marketing initiatives.
- Worked closely with executives, product teams, sales teams, agencies, and retail partners to align business and marketing goals.
- Supported product launches through strategic visual communication and retail marketing initiatives.
- Participated in digital transformation projects, adapting brand communication to emerging digital platforms.
- Supervised creative production and approval processes to ensure consistency and quality standards.



SELECTED ACHIEVEMENTS

- 20+ years of professional experience in Brand, Graphic, and Marketing Design.
- Built and supported visual communication strategies for global entertainment and technology brands.
- Progressed from intern to Head Designer during an 11-year tenure at Positivo Tecnologia.
- Extensive experience collaborating with executives, marketing teams, sales teams, agencies, and product stakeholders.
- Successfully transitioned between corporate, agency, consulting, and startup environments.



TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Google Workspace
- Microsoft PowerPoint
- Keynote



EDUCATION

Advertising Bachelor

🎓 UniCuritiba

Branding MBA

🎓 Universidade Positivo

Graphic Designer Certificate

🎓 Lemon School

User-Centered Design Extension Course

🎓 PUC-RS