



ANDRÉ BOGDAN

Senior Art Director | Brand & UI/UX Designer | Marketing Strategist

São Paulo, Brazil | obogdan@gmail.com | +55 11 98903-0055

Linkedin: <https://www.linkedin.com/in/andrebogdan/>

Portfolio: <https://www.aloby.com.br>

PROFESSIONAL SUMMARY

Creative, strategic and multidisciplinary professional with over 20 years of experience in brand design, visual communication, marketing, and promotional development. Strong track record in coordinating graphic and digital projects, developing product launch campaigns, creating promotional materials, and managing corporate identity systems.

Extensive experience in collaborating with cross-functional teams and contributing to cultural, commercial, and promotional projects with national and international reach. Actively involved in all stages of the creative process—from strategic planning to final delivery—including website development, information architecture, UX/UI design, and multimedia production.

Proven ability in client engagement, supplier and production coordination, and collaborative work with internal teams. Committed to delivering results-driven, visually excellent solutions aligned with business objectives.

CORE COMPETENCIES & PROFESSIONAL QUALIFICATIONS

- **Branding & Corporate Identity**
Proven expertise in developing and managing brand identity, ensuring consistency across platforms and touchpoints. Experience includes social and cultural branding initiatives and maintaining diverse client portfolios.
- **Strategic Communication & Content Development**
Skilled in designing and implementing strategic communication plans and content strategies aligned with business goals. Collaborated closely with clients to align messaging, enhance brand visibility, and support marketing campaigns.

CORE COMPETENCIES & PROFESSIONAL QUALIFICATIONS

- **Graphic & Promotional Design**
Creation of a wide range of visual assets, including advertisements, brochures, invitations, promotional packaging, and point-of-sale materials, tailored to support marketing events, product launches, and retail experiences.
- **Website & Digital Project Development**
Hands-on experience managing website projects from strategy to launch, including system design, information architecture, UI/UX design, layout, and content maintenance. Managed teams for multimedia and animation integration.
- **Product Launch & Marketing Campaigns**
Led creative development and execution of campaigns for new product and service launches, including promotional strategies for national and international markets.
- **Project Management & Coordination**
Over 20 years of experience planning, coordinating, and executing complex projects, including cultural events, exhibitions, trade shows, and integrated marketing initiatives. Skilled in both internal and external stakeholder communication.
- **Production & Supplier Management**
Oversaw supplier relationships, production schedules, and quality control, ensuring efficiency and adherence to deadlines and budgets. Implemented structured workflows for approvals and performance tracking.
- **Client Relationship Management**
Experienced in client prospecting, engagement, and ongoing support. Ability to identify client needs, build long-term relationships, and deliver tailored solutions that support business objectives.
- **Portfolio & Documentation Management**
Maintained complete and well-organized project portfolios and documentation systems, supporting transparency, performance evaluation, and continuous improvement.
- **Post-Production for Photography**
Extensive background in high-end photo editing and post-production processes for professional photographers, ensuring technical precision of printing and visual impact.

PROFESSIONAL EXPERIENCE

ALOBY Visual Communication – São Paulo, Brazil

Senior Art Director & UI/UX Designer

Apr 1997 – Present

Responsible for leading the branding and communication strategies towards clients from finance, culture, health, tourism, among other sectors. Delivering visual identity, web platform, and printed campaign at the end-to-end level. Creating websites and multimedia content with usability experience perspective. Leading designer's developer's animator's teams in complex digital projects.

Key Projects & Clients:

- Britcham (British Chamber of Commerce): website and editorial materials, communication for events and brand initiatives, since 2001.
- Brazilian Government (Dsei/SESAI): UI/UX for indigenous health portal.
- OCLAE/UNE: Campaigns, editorials, and visual communication.
- Initiative and Projects: Wine industry, entertainment, tourism, cultural, environmental.
- Clients include: Castro Maya Museums, Avon, Philips, Goethe Inst., TGI Friday's, Standard Chartered Bank, Unibanco, VARIG, among others.

StarFusion / ibank8 – Payment Institution – São Paulo

Art Director & UI/UX Specialist

Apr 2021 – May 2024

- Designed and prototyped financial platforms and mobile apps.
- Developed user flows and wireframes for back-end portals and front-end experiences.
- Created promotional assets and support materials for digital campaigns.
- Brands served: TekPay, Ukocommerce, Wide Safe, Core Hub, Cartão Educação, Phispay.

W5 Publicidade – São Paulo

Art Director Freelancer

Mar 2004 – Present

- Developed integrated marketing campaigns across digital and print.
- Directed creative production for institutional and consumer brands.
- Clients: Telefônica, Ford, Unilever, Greenpeace, Sherwin-Williams, Johnson's, among others.

BS&A | CW&A | GTEC | JW Thompson | CI Intercâmbio

Various Design & Art Director Roles

1997 – 2004

- Managed creative development for major consumer brands.
- Oversaw multimedia production, animation, campaign rollout and web development.
- Worked with Coca-Cola, L'Oréal, Fuji Film, Nestlé, Accor, Goodyear, Votorantim, etc.

EDUCATION

Bachelor's Degree in Industrial Design

Mackenzie University – São Paulo, Brazil

Specialization: Product Design & Visual Communication

Feb 1993 – Nov 1996

EXTRA COURSES

- UI & UX Design
- HTML/CSS
- Information Architecture
- Photography & Digital Imaging
- Public Speaking & Communication
- Marketing & Sales Strategies
- AI - Artificial Intelligence
- Social Media
-
-
-

VOLUNTEER EXPERIENCE

Local Action Roosevelt – São Paulo

Communications Director

2005 – 2010

- Led communication strategy for urban revitalization initiatives in central São Paulo.

Downtown Night Walk – São Paulo

Coordinator – Communication & Photography

2005 – Present

- Managed visual identity, mailing, and media content for one of the top 5 urban tourism projects in Global South.

INTERNATIONAL EXPERIENCE

London, UK

Language Studies International (LSI)

Nov to Dec 1998

- Completed advanced English course.
- Evaluated school partnership opportunities for international exchange programs.

LANGUAGES

English: Advanced (Fluent speaking, writing, reading)

Spanish: Basic (Conversational and reading)