

Fabio S. Couto

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Home Address: Flat 25, 49 Drayton Green Rd, W13 0NW, London

Gender: Male

Status: Married

Date of birth: 24/06/1980

AREAS OF EXPERTISE

Creative/Art direction, advertising, digital, user interface, logos, corporate identity, typography, illustration, editorial & consulting.

PROFILE

I have worked as a Designer and Art Director in advertising and digital agencies, design studios and marketing departments for over 9 years. I ran my own agency for 3 years. As Creative Director I created cross-media advertising campaigns, branding, print and digital projects and managed clients from different countries such as the UK, USA, Canada, Germany and Brazil.

EDUCATION

2007 - 2008 **Univali** (Itajai, Brazil)
Post Graduated in Graphic Design and Corporate Strategy.

2000 - 2004 **Univali** (Itajai, Brazil)
Bachelor degree in Advertising.

PROFESSIONAL HISTORY

Jan.2011 - Current **WCRS&Co** (Creative Agency)
London, UK
www.wcrsandco.com
Position: Lead Interactive Designer
Duties: Creative art direction and concept for digital interfaces, such as websites, social media and mobile applications.

May. 2010 - Dec.2010 **Altogether Digital** (Digital Agency)
London, UK
www.altogetherdigital.com
Position: Senior Designer
Duties: Art direction, design concepts and illustration for digital campaigns, web sites, social media, web and mobile applications.

Apr. 2010 - May. 2010 **We Are Fallon** (Advertising and Digital Agency)
London, UK
www.fallon.co.uk
Position: Freelance Senior Designer
Duties: User interface design, visual composition, Flash animations the Cadbury account.

Aug. 2009 - Current **We Are VI** (Digital Design Agency)
London, UK
www.wearevi.com
Position: Digital Designer
Duties: Art Direction, design concepts for websites, mobile applications, social media, print and web advertising, logos, branding, corporate design, client facing presentations, proactively resolving issues.

Jul. 2006 - Jul. 2009 **Celula Ideias** (Advertising and Digital Agency)
Bal. Camboriú, Brazil
www.celulaideias.com
Position: Manager Director, Creative Director and company founder
Duties: Creative direction for digital and advertising campaigns, logos, branding, print and web design, client facing presentations, account managing and strategy. I was one of the company founders and responsible for national and international accounts.

- Feb. 2006 - Jul. 2006 **RGB Video** (Motion Graphics and Design Studio)
www.rgbvideo.com.br
Position: Art Director
Duties: Art direction, web and graphic design, illustration, flash animation, new media projects development. I was head of SIM TV project, a web TV with streaming technology.
- Jan. 2005 - Feb. 2006 **Beto Carrero World** (Media and Entertainment Group)
www.betocarrero.com.br
Position: Graphic Designer
Duties: Graphic design, logos, branding, corporate identity, advertising campaigns, promotional items, apparel and souvenirs. I redesigned the company's corporate identity, including their amusement park's internal communication. maps, signs, rides' branding.
- Jan. 2004 - Jan. 2005 **Pharmécum** (Marketing and Branding Consultancy)
www.pharmecum.com.br
Position: Graphic design intern
Duties: Branding and corporate design for print and digital projects.
- Jul. 2002 - Dec. 2002 **DeFatto** (Advertising Agency)
Position: Account Managing intern
Duties: Assisting the Account Management department, client facing presentations, proactively resolving issues.

APPLICATION SKILLS

Mac OSX and Windows systems - Advanced
Adobe Photoshop - Advanced
Adobe Illustrator - Advanced
Adobe InDesign - Intermediate
Adobe Flash - Intermediate

Adobe Dreamweaver - Basic
Adobe Sound Booth - Basic
Adobe After Effects - Basic
Cinema 4D - Basic

LANGUAGE SKILLS

English - Fluent
Portuguese - Fluent
Spanish - Basic

PERSONAL ACHIEVEMENTS

Managed my own digital and graphic design company in Brazil for 3 years before relocating to Europe. My design works have been published internationally in graphic design publications and websites.

PERSONAL INTERESTS

Travel, arts, culture, live music, music composition, literature, film/documentaries, meeting people, technology and gadgets.

MENTIONS & AWARDS

- Nov. 2009 First designer interviewed and featured on Blur Designs Spotlight, a design social network. London, UK.
- Jul. 2008 Personal profile and portfolio were published in the Brazilian edition of COMPUTER ARTS. São Paulo, Brazil.
- Dec. 2007 Joined BUMBA DESIGN, a Brazilian design exhibition with 27 illustrators, from different states. São Paulo, Brazil.
- Oct. 2002 Finalist at 2002 Apple Brazil Digital Creativity Awards for Best Digital Video for Young Professionals. São Paulo, Brazil.

WORK REFERENCES

Available on request.