



RICARDO GARCIA KUBA

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ABOUT ME

Brazilian art director and photographer with keen eye for detail, with solid experience in prominent advertising agencies over the last 5 years. I've worked with influential brands such as Budweiser, Stella Artois, Beck's, Corona, Hoegaarden, Pepsi, Bayer CropScience, Bayer Pharma, Janssen, Novartis, Roche, Boehringer Ingelheim, Sanofi, Bristol, Johnson&Johnson, and Nestlé NHS. I have a genuine passion for creating compelling images and media through design (print/digital/web), photography, illustration and 3D.

Currently at Jüsto, I lead the brand's visual identity, creating digital experiences that capture and captivate our audience. I use Adobe Photoshop and Illustrator daily, and have solid skills in InDesign, Lightroom, After Effects, and Premiere Pro. I specialize in working within established design style guides to create consistent visuals for brands, as well as having the ability to innovate and think outside the box. My Adobe Creative Suite skills, combined with a keen eye for design and a collaborative approach, enable me to drive innovation and raise the creative bar on every project.

WORK EXPERIENCE

01/07/2021 – CURRENT Angelholm, Sweden

VISUAL ART DIRECTOR GREENEMISSIONS

- Responsible for GreenEmissions' visual identity, applying expertise in design and illustration to create engaging digital experiences aligned with brand guidelines.
- I proactively collaborate on creative development, ensuring that each campaign meets established objectives and solves design challenges effectively.
- Specialized in creative strategy, I lead teams in implementing innovative campaigns that positively impact brand perception.
- Selection of assets to integrate them perfectly into all campaigns.
- Review project briefs and requests to deliver final products that solve design problems and meet goals and specifications.
- Creative strategy | Creative team management | Graphic design | Concept development | Branding | Customer Experience | Visual direction | Campaign implementation | Creative innovation.

22/05/2023 – 20/06/2024 São Paulo, Brazil

GRAPHIC DESIGNER JUSTO DO BRASIL

- maintenance of computers
- I am responsible for Jüsto's visual identity, merging design and illustration skills to create captivating and interactive digital experiences across all channels.
- Ensure consistency of brand guidelines and adapt resources for campaigns, presenting creative and coherent approaches to achieve specific objectives.
- I manage the complete creative process, from concept to delivery, contributing to innovative strategies and execution of digital campaigns.
- Contribution to the creative process, presenting cohesive and persuasive reasons for campaign and content approaches.
- Review project briefs and requests to deliver final products that resolve design issues and meet stated objectives and specifications.
- Creation of campaigns and digital activations for multiple points of contact with the creative team: Creative Strategist, Copywriter, Director, Motion Designer.ons with suppliers

- coaching a junior Ice Hockey team (10 hours/week)

07/03/2020 – 01/12/2022 São Paulo, Brazil

GRAPHIC DESIGNER SCORE GROUP BRASIL

- I've produced high-quality creative content for multiple platforms, managing the entire creative process and ensuring consistent application of brand guidelines.
- Collaborated closely with motion design teams to optimize visual results, adapting visual communications for different channels with a focus on customer identity.
- Contributed significantly to the success of recognized brands, through innovative strategies and efficient execution of campaigns.
- Clients: Ambev, Budweiser, Stella Artois, Beck's, Corona, Brahma, Hoegaarden, Skol, Pepsi, Seara.
- Specialization in retail solutions, brand activation and live marketing.
- Support for creation | Graphic production | Project coordination | Campaign execution | Creative collaboration | Trend Research | Visual communication | Organization of creative materials | Brand management.

22/09/2018 – 04/03/2020 São Paulo, Brazil

DESIGNER MCCANN HEALTH

- Essential support for project development and execution at McCann Health, ensuring all deliverables meet the highest creative standards and effectively communicate brand messages.
- Demonstrated solid skills in graphic design and production, collaborating closely with supervisors to create impactful layouts that drive business growth for clients.
- Contribution to the growth of the client's business.
- Communication of the justification of design choices and conceptual ideas.
- Assist in ensuring that all final products launched demonstrate only the highest creative quality and effectively communicate brand messages to target customers.
- Clients: Bayer Cropscience, Bayer Pharma, Janssen, Novartis, Hospital LeForte, Roche, Abbott, Boehringer Ingelheim, Sanofi, Bristol, Johnson & Johnson, Abbvie, Nestlé NHS.
- Graphic design | Layout development | Visual content creation | Creative support | Learning in art direction | Campaign design | Team collaboration | Knowledge of design software | Understanding brand guidelines.

28/06/2018 – 16/09/2018 São Paulo, Brazil

DESIGN INTERNSHIP PKTAG MARKETING & COMUNICAÇÃO

My roll as an intern in Graphic design at PKTAG is to help create and develop visually appealing material on every media, such as digital, print, OOH, social media, and retail, Social media management, Wix website creation and management and assist to manage the inBound marketing platform RD Station.

● **EDUCATION AND TRAINING**

06/03/2014 – 14/12/2019 São Paulo, Brazil

SOCIAL COMMUNICATION - QUALIFICATION IN ADVERTISING University of São Paulo

Address 443 Professor Lúcio Martins Rodrigues, Cidade Universitária, 05508-020, São Paulo, Brazil |

Website <http://www3.eca.usp.br/>

31/12/2016 – 09/02/2018 Lyon, France

MÉDIAS, JOURNALISME ET NUMÉRIQUE Université Lumière Lyon 2

Address 18 quai Claude Bernard, 69007, Lyon, France | **Website** <http://www.univ-lyon2.fr/>

01/02/2012 – 03/04/2012 Boston, United States

ADVANCED GENERAL ENGLISH COURSE LSI Education

Address 105 Beach St, 02111, Boston, United States | **Website** <https://www.lsi.edu/en/>

● **LANGUAGE SKILLS**

Mother tongue(s): **PORTUGUESE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C1	C1	C2	C1
FRENCH	C1	C1	C1	C1	C1
GERMAN	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Excellent knowlende of graphic software (Adobe Photoshop, Adobe Indesign, Adobe Illustrator) | Blender (3D) | Professional Photographer