



# RAFAEL GONÇALVES LIMA

— Art Director

— Web Designer

— Graphic Designer

— Copywriter

— Project Manager

— Creative Director

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## PORTFOLIO

rafaelglima.com/en



## ABOUT

I'm Rafael Lima, an Advertising graduate from the Pontifical Catholic University of Rio de Janeiro (one of the most renowned in Brazil), with a degree in Web Design from Instituto Infnet and an Adobe Certified Expert certification for Photoshop.

For over 15 years, I work as an Art Director, Web Designer, Graphic Designer, Copywriter and Project Manager in many types of communication projects: institutional and retail advertising campaigns (online and offline), branding, internal marketing, events, social media, websites and more.

From 2017 to 2021, I was the Creative Director of Estratégica, a traditional advertising agency in Rio de Janeiro, with over 30 years. I led a team of approximately 10 professionals, including Art Directors, Copywriters and Interns. Simultaneously with my operational roles, I needed to solve problems, manage and guide, in addition to participating in admissions/dismissals and strategic decisions of the agency.

My portfolio includes brands such as Generali (Italian multinational insurer), ENGIE (French multinational energy group, partner of L'Oréal), Alfaparf Group (Italian multinational beauty group), Nissan (car), Yamaha (motorcycle), UnitedHealth Group (health), Gilbarco Veeder-Root (North American multinational supply technology provider), Phoenix Contact (German multinational manufacturer), Queiroz Galvão (construction/environmental engineering/off-shore), CasaShopping (Latin America's largest architecture and decoration mall), Vasco da Gama (5th largest Brazilian soccer club), APSA (real estate management), Rio de Janeiro Federal University, Amoedo (construction materials) and dozens of car dealerships.

I'm fluent in English. I'm also the author of two published novels and the creator of a social media for gamers.

## SKILLS

**Photoshop**  
Advanced

**Illustrator**  
Advanced

**InDesign**  
Advanced

**Premiere/After Effects**  
Basic

**Figma**  
Basic

**Dreamweaver**  
Basic

**HTML**  
Advanced

**CSS**  
Intermediate

**WordPress**  
Advanced

30+ projects developed

**MailChimp**  
Intermediate

**SEO**  
Intermediate

**Google Analytics**  
Basic

**Team Management**

**Fluency in English**

**Fiction Writing**

## QUALIFICATIONS

- Bachelor degree in Advertising, Pontifical Catholic University of Rio de Janeiro (one of the most renowned in Brazil), August 2008.
- Degree in Web Design, Instituto Infnet, November 2008. Acquired skills: website development using Web Standards (based on the Tableless method), SEO, User Interface Design, Usability, Accessibility and Dreamweaver, Flash and Photoshop for web.
- Extension course on Content Management using WordPress, Instituto Infnet.
- Extension courses on Adobe Premiere and Figma, Udemy.

## PROFESSIONAL EXPERIENCE

• Art Director, Web Designer, Graphic Designer and Copywriter (remote) at Estratégica, an advertising agency in Rio de Janeiro. Main clients: Generali (Italian multinational insurer), ENGIE (French multinational energy group, partner of L'Oréal), Alfaparf Group (Italian multinational beauty group), Nissan (car), Yamaha (motorcycle), UnitedHealth Group (health), Gilbarco Veeder-Root (North American multinational supply technology provider), Phoenix Contact (German multinational manufacturer), Queiroz Galvão (construction/environmental engineering/off-shore), CasaShopping (Latin America's largest architecture and decoration mall), Vasco da Gama (5th largest Brazilian soccer club), APSA (real estate management), Bambina (hotel), Grupo Dirija (Chevrolet, Ford, Renault and Kia dealerships) and Grupo Rio (Jeep, Mitsubishi, Citroën, Peugeot and Fiat dealerships).

**Period:** since January 2013 (**Creative Director from 2017 to 2021**).

• Web Designer at Hiperweb Brasil, a digital agency in Rio de Janeiro. Main clients: Brookfield (real estate), Distac and Guandu (Volkswagen dealerships), Farma Hall (drug store) and Shopping 45 (mall).

**Period:** October 2011 to April 2012.

• Art Director at Conexão Brasil, an advertising agency in Rio de Janeiro. Main clients: Golden Cross (health), Amoedo (construction materials), Sonoshow (furniture), Shopping Grande Rio (mall), Abolição (Volkswagen dealership) and Riocar Millenium (Mitsubishi and Suzuki dealerships).

**Period:** April 2008 to April 2009.

• Trainee, Consultant and Project Manager at Júnior PUC-Rio, an award-winning multidisciplinary consulting firm run by Pontifical Catholic University of Rio de Janeiro undergraduate students.

**Period:** May 2006 to April 2007.



**CERTIFIED EXPERT**  
Photoshop®