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SUMMARY

Digital Creative and Graphic Designer with **10+ years of experience** in corporate B2B **graphic design, 3d graphic design** for product visualization, and overall **branding** best practices. Swiss army knife designer delivering from start-to-finish successful branding campaigns. Good knowledge of web-design and UI/UX principles. Seeking a position as Graphic Designer to develop innovative branding and graphic design projects.

EXPERIENCE

Creative Director, Graphic Designer

INSIDE AG

January 2019 - September 2022, São Paulo / Brazil

- Collaborated leading a team of 10 creatives including copywriters, graphic designers, social media analyst, ad campaign analyst, and RPs.
- Designed 20 corporate brands and updated existing ones in a span of 4 years to a more modern language and visuals through graphic design, art direction and branding principles, including overseas companies.
- Developed 3d product visualization for concept ideas through 3d graphic design.
- Directed, captured, edited, and promoted more than 30 movie teasers highlighting corporate services to internal and external clients.
- Created 100+ assets for website, landing pages, print media, events, and social media to be used in cross-platforms campaigns.
- Managed the content creation for 15 clients in the B2B branch including facilities, cyber security, private security, food industry, and technology companies.

Brand Coordinator, Graphic Designer

UNICA Corp

January 2013 - January 2019, Barueri / Brazil

- Brand updated, segmented, and targeted, resulting in a roughly 25% yearly increase in revenue while reducing customer acquisition costs.
- Shaped and promoted a new corporate mindset to develop and enhance internal education for 6.000+ employees and 120+ clients.
- Content managed on-site communication, social media, and website organically delivered to over 7.000 unique visitors per month.
- Branded and positioned campaigns, yielding significant brand awareness both digital online and offline, helping to raise revenue roughly from \$240 mi/year to \$400 mi/year in the last 04 years.
- Communication assets revitalized through graphic design in all 10 departments of the company.

SKILLS

Soft Skills: Solution-oriented, disciplined, self-management, graphic design, visual graphic, multimedia, 3d graphic design, product visualization, branding, product design, service design, international cross-cultural experience, logo design, visual identity, advertising, ads, graphics, infographics, rendering, motion design, multimedia design, concept design.

Hard Skills: Adobe Creative, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Affinity Designer, Affinity Publisher, Affinity Photo, Autodesk Maya, Keyshot, V-Ray, Zbrush, Landing Pages, Websites, WordPress, HTML, CSS3.

Languages: English fluent, Portuguese fluent, German good knowledge, Spanish good knowledge.

EDUCATION

Licentiate degree Digital disruption: Digital transformation strategies

Cambridge Judge Business School • Cambridge / England

Post-Graduation in Advanced Computer Graphics

3D Graphic Design • SENAC SP • São Paulo / Brazil

Bachelors Degree in Multimedia Design

Graphic Design • SENAC SP • São Paulo / Brazil

PROJECTS

Volunteer

APAF São Paulo / Brazil • January 2021 - December 2021

- Designed social media campaign to raise private investment funds for the school that takes care of poor children in São Paulo, Brazil.
- Design system for offline mail delivery campaign to 20+ city regions.
- On-site photo captured and edited to showcase the Institute and its children.

Sathya Sai Baba Ribeirão Preto, Brazil • January 2014 - January 2016

- Webdesigned and content managed for this international school for poor children in Brazil.
 - Communication assets tailored to investors and patrons.
 - On-site photo captured and edited for original image bank usage.
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COURSEWORK

Visual Perception Laws

Domestika • 2022 • Graphic design and Branding

Redesigned brands taking into consideration weight, balance, and movement, better aligned to its target audience.

Photorealistic Renders in Keyshot

Domestika • 2022 • 3D Graphic Design

Rendered photorealistic high-quality images for product visualization.

Brand strategies for Instagram

Domestika • 2021 • Brand positioning and awareness

Set goals and objectives for the brand awareness. Applied through redesign process including visuals and copy.

Copywriting for Social Media

Domestika • 2021 • Copywriting with emotional triggers

Made use of copy formulas to engage and promote brand in social media.

Design Universe of a Brand

Domestika • 2021 • Graphic design and Branding

Created full communication assets for a new brand.

INVOLVEMENT

Lecturer

São Paulo / Brazil • UNICA Corp Academy • January 2018 - January 2020

- Lectured on-site audiences and in-person employees about the company's mindset, goals, and best operational practices for more than 400 employees.
- Recorded, edited and streamlined 3 modules of 10 video casts each for an educational app.
- Structured the educational programme including all the visual communication assets for 10 departments.

Advertising Creation Professor at College

Guarulhos / Brazil • Torricelli College • January 2010 - January 2012

- Taught Advertising Creation including Art Direction, Typography, and Marketing Strategies.
 - Instructed both practical and theoretical classes for second and third-year College students.
 - Provided feedback and guidance for the successful realization of the Graduation project for 50+ students.
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PORTFOLIO

My Portfolio consists of 3 main areas:

- **Photorealistic 3D Graphic Design** artwork for product visualization target at industrial design, package design, luxury, cosmetics, and characters.
- **Graphic Design** artwork for communication both online and offline.
- **Branding** for corporate visual identity redesign.

Please visit my online portfolio at www.claudiobeck.com