

graphic designer
brand designer
expert communication



Personal project.
3d Composition.



Claudio

Beck

Full-service Digital designer
with 3d expertise

■ Contact information

Date of birth: 27/08/1982

Telephon: +41 78 257 42 02

E-mail: info@claudiobeck.com.br

Address: 3270, Aarberg / Switzerland

Married, father of two daughters.

Online Portfolio: www.claudiobeck.com/portfolio

Professional graphic designer willing to face new challenges.

I am a passionate and dedicated digital graphic designer coupled with a strong focus on corporate branding and creative 3d product visualization.

Furthermore, I thrive on transforming complex ideas into intuitive and visually appealing design. With a very critical and serious design approach, I deliver visually impactful solutions that engage and delight users.

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WORK EXPERIENCE

CIITTA ORG and MASTERCARD Foundation

Communication specialist , 2021 - 2023, Brazil, Spain and Nigeria

- Graphic project, website and content development for overseas projects including private companies, public organizations and governments.

INSIDE AG

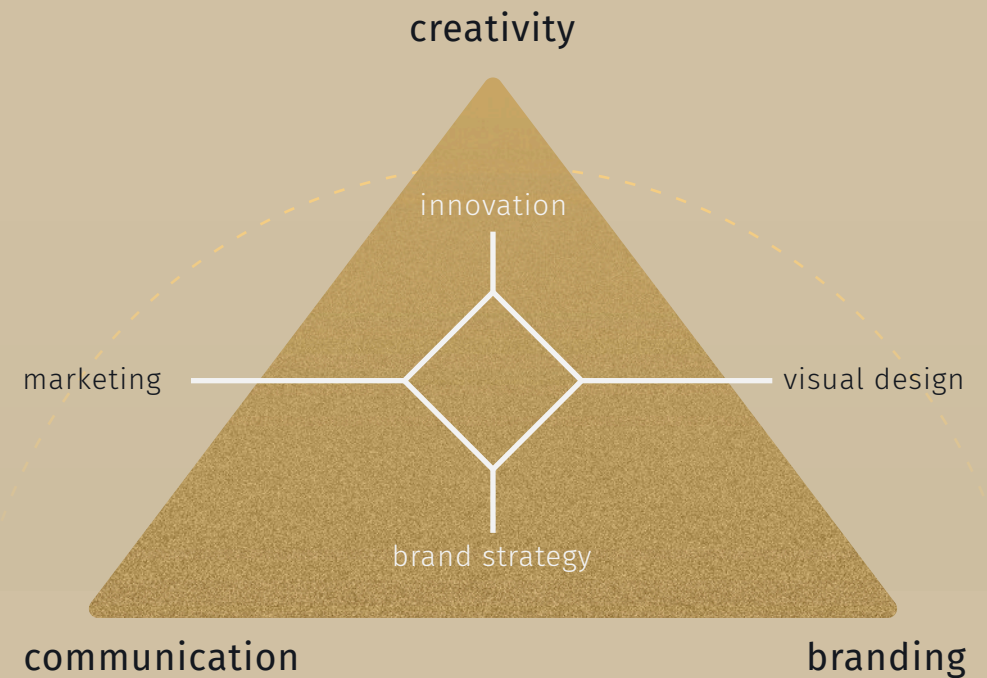
Creative Director, 2019 - 2022, Brazil

- Collaborated leading a team of 10 creatives.
- Designed 20 new corporate brands and updated dozens of existing ones.
- Developed 3d product visualization for concept ideas and products.
- Directed, captured, edited, and promoted more than 30 movie teasers.
- Created hundreds of assets for website, landing pages, print media, events, and social media to be used in cross-platforms campaigns.
- Successfully Managed the content creation for 15 clients in the B2B branch.

UNICA Corp Facilities Management

Brand manager and designer, 2013 - 2019, Brazil

- Brand updated roughly resulting from 20% to 25% yearly increase in revenue while reducing customer acquisition costs.
- Shaped and promoted a new corporate mindset to develop and enhance internal education for employees and clients.
- Content managed on-site communication, social media, and website.
- Revitalized communication through graphic design on 10 departments.



SOFT SKILLS

Marketing knowledge

Can think strategically for brand positioning and selling.

Communication skills

Can perfectly write and verbally communicate to convey brand messages.

Multimedia content creation

Can create various types of content, including blog posts, videos, infographics, and other forms of multimedia.

HARD SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Affinity Suite

Designer, Photo, Publisher

3d and Render

Autodesk Maya, Zbrush, Keyshot, Maxon RedShift

Project and time Management

ClickUp, Trello

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EDUCATION

Licentiate degree Digital disruption: Digital transformation strategies

Cambridge Judge Business School

Cambridge / England

Post-Graduation in Advanced Computer Graphics

SENAC - Major in 3D Graphic Design

São Paulo / Brazil

Bachelors Degree in Multimedia Design

SENAC - Major in Graphic Design

São Paulo / Brazil

LANGUAGES

Language knowledge

English - Fluent proficiency

Portuguese - Fluent proficiency

German - Good proficiency

Spanish - Good proficiency

INVOLVEMENT

Creative Advertising and Creation, Professor at College

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 from Graduation projects of 50+ students.

Lecturer

Brazil • 2021 - 2023

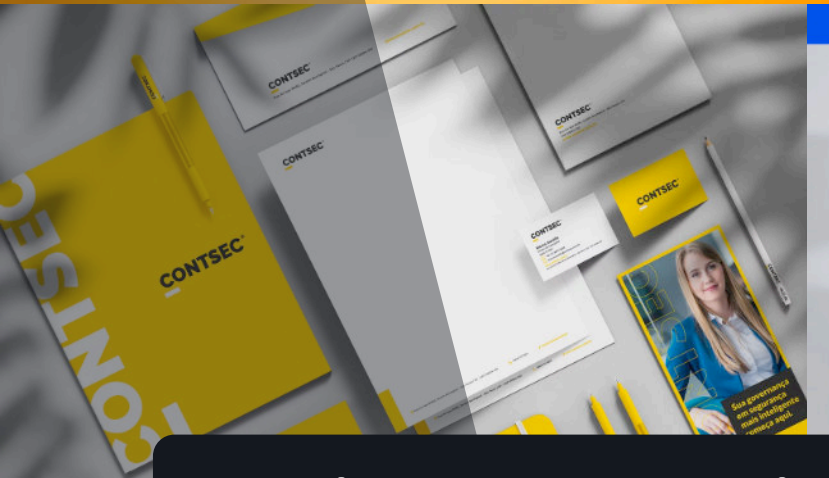
- Guest lecturer on Marketing and Communication symposiums at several colleges.


Talks about

**#BRANDING, #MARKETING, #GRAPHICDESIGN,
#CORPORATEBRANDING, #BRANDINGEXPERT,
#WEBDESIGN, #3D-DESIGN, #NEUROMARKETING
#BRAND-AWARENESS, #INNOVATION**



Motion design Teaser for a company in Switzerland. Project done for Hinton (UK). Check this and other projects on my Online Portfolio.



Online Portfolio 

www.claudiobeck.com

