





# OTAVIO AUGUSTO

art direction & design


## CONTACT

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 otavioaugusto.com

## SKILLS

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Leadership and Management

Client Relationship

Conceptual Thinking

Photo & Video Shoots

Layout Design

Image Editing and Retouching

Video Editing and Animation

Dynamic Presentation Design

Pharmaceutical Regulations

## LANGUAGES

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English

Portuguese

Spanish

## PROFESSIONAL PROFILE

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I'm currently a Lead Designer at minds + assembly, where I work from conception to completion on a variety of projects, including print, digital, and motion graphics. I moved from a small town in Brazil to New York in 2004, where I pursued a BFA at SUNY Purchase. After years of experience designing for consumer clients, I focused my career on pharmaceutical advertising—the space where I can combine my love for design and technology, creating ideas that connect brands to the hearts' of their customers.

## WORK EXPERIENCE

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### 2018 - Present • Lead Designer at **minds+assembly**

Leading campaign shoots and conference booths, video editing and animations, creating dynamic presentations and leading other designers on the creation of print and digital pieces.

### 2016 - 2018 • Senior Art Director at **JUICE Pharma Worldwide**

Conceptualization of campaigns, design of print, digital and motion projects. Internal and external work presentations. Supervision of junior designers. Leading of projects from concept, execution, regulatory process, and finalization.

### 2011 - 2016 • Art Director at **Globo TV / Pellicano Marketing**

Conceptualization, design and proofing of ad campaigns, brochures, catalogues, promo items and corporate gifts. Also large scale materials such as fair booths, store windows and banners. Social media graphics, newsletters and web banners.

### 2007 - 2011 • Graphic & Web Designer at **Tri-State Media Group**

Design and maintenance of websites. Creation of direct mail pieces such as flyers, postcards and menus. Creation of master layouts for Essentials Magazine, graphics and ad designs.

## EDUCATION

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2011 • Web Design Certificate Program at **Fashion Institute of Technology**

2010 - 2011 • BFA - Graphic Design at **SUNY Purchase College**

2005 - 2007 • AAS Visual Arts at **Westchester Community College**