

THIAGO MARINHO DE OLIVEIRA

Senior Art Director | Senior Brand Designer

Walnut Creek, CA | U.S. work authorized | No sponsorship required

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Professional Summary

Senior art director and brand designer with 20+ years across advertising agencies, independent studios, and in-house teams. My work runs from concept through final production, across brand systems, integrated campaigns, typography, motion, photography, video, web, and print. I am currently the sole in-house creative for a four-brand healthcare group in the Bay Area; before moving to the U.S., I co-founded an independent studio and spent most of my career in agency art direction in Brazil. I have led teams, but I am now focused on individual-contributor roles where I can stay close to the work.

Professional Experience

Creative Services Director

Jiao Florencio Dental Group | Bay Area, CA | 2022 - Present

Individual contributor; sole creative in the organization, with no direct reports.

- Own day-to-day creative for four healthcare practices, maintaining distinct brand systems across identity, typography, color, photography direction, iconography, asset libraries, and reusable templates.
- Design, build, and maintain the practices' WordPress websites, landing pages, weekly social content, and monthly newsletter, handling both copy and visual execution.
- Concept and execute campaigns from brief through final production across digital, print, presentations, environmental, in-clinic, and patient-facing materials.
- Produce photography, video, motion design, retouching, and image treatment in house.
- Translate complex clinical services, including prosthodontics, periodontics, and implants, into clear patient communication while working directly with practice owners and production vendors.

Co-Founder & Creative Director

Lomo Estúdio | Natal, Brazil | 2019 - 2022

Two-person independent studio; led creative while remaining hands-on through delivery.

- Created the founding identity and packaging for Bacana Tropical, a natural skincare brand that later expanded into the European Union and Hong Kong and received national press coverage.
- Built the Raffe Brewery brand over nearly three years, spanning rebranding, packaging, campaign concepts, art direction, photography, film, and motion.
- Directed identity and campaign creative for two election campaigns, including the winning rectorship campaign for IFRN, a federal technical institute.
- Developed campaign, content, and art direction for Sem Etiqueta, an established regional apparel brand, adapting the visual language to the client rather than applying a studio house style.
- Provided white-label campaign and production support to advertising agencies while managing multiple projects concurrently.

Partner & Creative Director

Live Results | Natal, Brazil | 2016 - 2019

- Led creative and art direction at a digital-focused communications agency for private and public-sector clients.
- Built integrated campaign platforms from strategic briefs, market research, and business objectives across digital, print, presentations, and branded content.
- Directed creative teams while remaining hands-on across key visuals, typography, layout, image direction, and final production.
- Presented concepts and visual rationale directly to clients, partnering with strategy and account teams through approval and execution.

Senior Art Director

Ratts | Ratis | Natal, Brazil | 2012 - 2016

- Developed concept-led integrated campaigns, key visuals, and brand materials for private companies and public-sector accounts.
- Built campaign systems across print, digital, out-of-home, promotional, and presentation formats.
- Partnered with copywriters, photographers, account teams, and production vendors from concept presentation through final delivery.

Art Director

Advertising Agencies | Natal, Brazil | 2002 - 2012

- Held art director roles across six agencies, creating campaign concepts, visual identities, print advertising, and client presentations for regional brands.
- Built production expertise in typography, composition, visual hierarchy, brand consistency, and final artwork under tight deadlines.

Skills

Brand & Art Direction: Brand systems, visual identity, brand guidelines, design systems, typography, editorial and layout design, concept development, key visuals, integrated and multi-channel campaigns.

Digital: Web design, landing pages, social systems, presentation design, WordPress, Elementor.

Motion, Photo & Video: Motion design, video direction and editing, photography direction and shooting, retouching, image treatment.

Generative AI: Image and video generation tools, agentic automation, and creative workflow integration.

Tools: Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Acrobat; Figma; Keynote; Google Slides; PowerPoint.

Education

Postgraduate Specialization, Digital & Relationship Marketing | UniBF, Brazil | 2021

B.A., Journalism | Universidade Federal do Rio Grande do Norte | 2009

B.A., Advertising | Universidade Potiguar | 2005

Languages

Portuguese (native), English (fluent), Spanish (conversational), Swedish (intermediate).