



## SAMUEL VIANI BASTOS

Art Direction . Design

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www.samuelyviani.com

Brazilian/Italian

### SUMMARY

I am a digital designer based in London. Born in the South of the state of Minas Gerais - Brazil. Passionate about art, design, photography and music.

I have been working in digital design as front-end coder, designer for online and offline media and digital art director. My focus so far has been art direction in digital media.

I would like to work in motion projects as I am improving my Cinema 4D and After Effects skills.

In my spare time I like to do experimental works, play with photography, read and I intend to learn music applications as I would like to create experimental music.

### EXPERIENCE

- **TMP Worldwide - London**, January 08 - Present  
Digital design and art direction for career websites and recruitment campaigns.
- **KD Web - London**, December 08 - January 09  
Digital design for websites with focus in accessibility and web SEO.
- **Ogilvy F.A.V. - Brazil**, July 08  
I worked as digital art director only a couple of weeks at this agency before I decide to move to London.
- **Agency Sagüi - Brazil**, November 07 - April 08  
Art Direction and Design for online media - websites, microsites and portal websites. Branding and graphic design.
- **Ci&T Creative - Brazil**, May 06 - September 07  
Art Direction, Design and Maintenance of all websites from all product's line of Johnson & Johnson EUA, Canada and Europe. Online campaigns for Johnson & Johnson.
- **The Getulio Vargas Foundation DiaUp - Brazil**, June 04 - May 06  
Design of websites and interfaces for web systems. Managing the corporate identity of the company.
- **CPqD - Brazil**, April 03 - June 04  
Interface Design and Development of the interface of the ManagerIP System CPqD.

### EDUCATION

- **Postgraduate**: Graphic Design (ANHEMBI-MORUMBI) - 2008
- **Short Course**: Art Direction and Advertising Composing (Miami Ad School | ESPM) - 2007
- **Graduate**: System Analysis (PUC-CAMPINAS) - 2005
- **Graduate**: Computer Engineering (incomplete) (PUC-CAMPINAS) - 2003

### SKILLS

- **Photoshop**: Advanced
- **Illustrator**: Advanced
- **Flash**: Timeline Animation and basic AS2
- **Cinema 4D**: Basic
- **After Effects**: Basic
- **InDesign**: Intermediate
- **CSS/XHTML/WebStandards**: Advanced

### LANGUAGES

- **English**: Conversational
- **Portuguese**: Fluent
- **Italian**: Basic understanding



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## SEMINARIES, WORKSHOPS AND COURSES

- **2009 (London)**
  - o Decode: Digital Design Sensations - V&A - [www.onedotzero.com](http://www.onedotzero.com)
  - o Adventures in Motion Festival - BFI Southbank - [www.onedotzero.com](http://www.onedotzero.com)
  - o Apple Seminar - Final Cut Pro
  
- **2008 (Brazil)**
  - o The Digital Consumer - [www.nbscom.com.br](http://www.nbscom.com.br)
  - o E-Commerce - [www.iked.com.br](http://www.iked.com.br)
  
- **2007 (Brazil)**
  - o 21<sup>a</sup> International Week of the Creative Advertising - [www.semana.com.br](http://www.semana.com.br)
    - The Football Art. From A to Z - Hermann Vaske - [www.hermannvaske.com](http://www.hermannvaske.com)
    - SulAmérica Radio Trafic. The First Spot of Radio with 24h of duration - Aaron Sutton - [www.mpmpropaganda.com.br](http://www.mpmpropaganda.com.br)
    - The Country Brand - Source of Sustainable Competitive Advantage - Susana Correa Varum - [www.growen.com](http://www.growen.com)
    - Campaigns No-Line from Dentsu - Kazunori Miura ([www.dentsu.com](http://www.dentsu.com))
    - The Future is of Who Do of Your Way. We Already in the 2.0 Age - Rodrigo Figueroa Reyes - [www.fire.com.ar](http://www.fire.com.ar)
    - BRIC Pop - New Cultural Superpowers to the 21 Century - Richard Monturo - [www.linkedin.com/in/rmonturo](http://www.linkedin.com/in/rmonturo)
    - Digital World - A New Vision of Communication - Scott Ettin - [www.pwny.com](http://www.pwny.com)
    - Creativity in the Dynamic Digital World - Bant Breen - [www.interpublic.com](http://www.interpublic.com)
    - India, a Culture in Creative Transition - Preeti Vyas - [www.vgc.in](http://www.vgc.in)
  
- **2006 (Brazil)**
  - o Design Workshop: New Trends, New Markets, New Challenges - Anhembi-Morumbi:
    - Experiments in Art, Science and Technology: Design and Implementation of Labs Research on Interactive Interfaces
    - In the Cross of Writing: Graffiti and Lamppoon While Influences Languages for the Contemporary Design
    - Instructional Design for Distance Education in Different Media Languages
    - The Convergence Between Experimental and Commercial
  
  - o Seminar for Studies and Research in Design - Anhembi-Morumbi
    - On the Threshold of Types: The Essential and the Accessory
    - Culture, Archeology and Design
    - Digital TV
  
  - o Expanding Frontiers Program: The Collective Construction of Knowledge - Anhembi-Morumbi- [www.colletivo.com.br](http://www.colletivo.com.br)
  
  - o 3D StudioMax Basic Course - Senac Campinas/SP
  
  - o 11<sup>o</sup> Web Design Meeting – [www.artecom.com.br/encontro](http://www.artecom.com.br/encontro)
    - The Value of Originality in Web Design - André Matarazzo - [www.gringo.nu](http://www.gringo.nu)
    - From the Completion to the Digital Solution - Fabio Couto - [www.colletivo.com.br](http://www.colletivo.com.br)
    - The Intra-enterprise, How to Make a Difference on the Web Agency in Which Works - Ludmilla Rossi - [www.mktvirtual.com.br](http://www.mktvirtual.com.br)
  
- **2005 (Brazil)**
  - o 10<sup>o</sup> Web Design Meeting – [www.artecom.com.br/encontro](http://www.artecom.com.br/encontro)
    - Much Beyond of the Flash 8 - Luli Radfaher, professor doutor da ECA-USP - <http://luli.com.br>
    - The Web Came Out of Your Hands?- René de Paula Jr., Yahoo Brasil - [www.yahoo.com.br](http://www.yahoo.com.br)
    - Web Standards - Everaldo Bechara, iLearn
    - Flash, RIA, Projects Workflow and Mobile Devices - Marcos Scheidegger, Macromedia