



SUMMARY

I'm a London based Art Director/Designer with a bachelor degree in Graphic Design and a bachelor degree in System Analysis. I was born in the south of the state of Minas Gerais - Brazil.

As everybody should be in the creative field, I'm self motivated. Passionate about art, design, photography, motion and music. Very often I'm using my spare time to create artworks based on photomanipulation.

I have a blog where I share and keep some of the Inspirational Stuff which somehow inspires me: www.samuelviani.com/blog

With quite an experienced background, I can offer a good deal of skills and solutions pushing the boundaries of the creativity. If you're interested in more details or want to talk to me, just drop me a line.

EXPERIENCE

- **LBi London - Digital Designer**

London/UK - 10/2010 - Present

Working as digital designer for brands such as Formula 1, Coca-Cola, BT, M&S, Compare the Market, America's Cup, The Money Advice Service, Lloyds TSB and Barclays.

I also have the opportunity to work in challenging pitch works.

It has been a great experience working in a global agency like LBi London with so many good professionals.

- **TMP Worldwide - Digital Designer**

London/UK - 01/2008 - 10/2010

I met some good people working in this agency in the digital team. We were mainly designing websites for recruitment campaigns for clients such as Yell, HSBC, NHS, RBS, BT, Tesco, Lloyds TSB and Harrods.

I had quite a good time working at TMPW and it helped in my self improvement.

- **KD Web - Digital Designer**

London/UK - 12/2008 - 01/2009

One of my first experiences working in London. I worked with a lovely team designing websites with focus in accessibility and SEO.

- **Ogilvy F.A.V. - Art Director**

São Paulo/BR - 07/2008

I worked as digital art director about a month only as I had decided to move to London to face new challenges.

I met a very competent team creating flash-based websites

working together with the offline campaign to deliver high end websites.

- **Sagüi Corp - Art Director/Designer**

São Paulo/BR - 11/2007 - 04/2008

Art directing and designing websites, micro sites and portal websites. Branding and a bit of graphic design stuff.



- **Ci&T Creative - Art Director/Designer**

Campinas/BR - 05/2006 - 09/07

Art direction, design and maintenance for all the product websites from Johnson & Johnson EUA, Canada and Europe. Translating the offline campaign into digital.

For a period of time I was in charge of leading the team and dealing with clients abroad.

- **The Getulio Vargas Foundation DiaUp - Designer**

Campinas/BR - 06/2004 - 05/2006

Designing websites and interfaces for web based systems. Responsible for the corporate identity of the company.

- **CPqD - Trainee**

Campinas/BR - 04/2003 - 06/2004

Design and development of the interface for 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
- **Cinema 4D:** Intermediate
- **After Effects:** Basic
- **InDesign:** Basic
- **Flash:** Timeline Animation and basic AS2
- **CSS/XHTML/WebStandards:** Good knowledge as I worked with coding before

LANGUAGES

- **Portuguese:** Native
- **English:** Full professional proficiency
- **Italian:** Basic understanding