



Junior Simões

Strategic Concept Creative / Designer

Brand and Experience

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Brazilian, Male

Powerhouse designer with 20 year in branding, pioneering innovation, and orchestrating high-impact marketing campaigns. Renowned for curating immersive live and digital experiences, I seamlessly fuse strategic brilliance with audacious creativity to consistently deliver extraordinary results.

EDUCATION

Digital Marketing, Sponsorship and Communication

Barcelona Innovation Hub - Universitas (2021-2023) - (on going)

MBA, Business Entertainment Management

Escola de Propaganda e Marketing (ESPM), Rio de Janeiro, Brazil (2013-2015)

Bachelor's Degree, Graphic Design

Faculdade da Cidade, Rio de Janeiro, Brazil (1995-1999)

CAREER EXPERIENCE

Berlin (Apr 2019 - Present)

Editor, Designer/Sport Video Reporter, BikeBlz.com

Specialising in dynamic video reporting of UCI Professional Cycling races like Tour de France, Giro d'Italia, and La Vuelta España. Crafting engaging films, interviews, and graphic animations for social media. A seasoned storyteller with international experience in world road tour production.

Rio de Janeiro (Apr 2018 - Dec 2018)

Creative Director/UI/UX, Grito.cc

My focus was on elevating e-commerce digital experiences for cutting-edge telecom products. I worked collaboratively with stakeholders to envision and refine intuitive interfaces that enhance user engagement. My process involved a seamless blend of conceptualisation, prototyping, rigorous testing, and delivering compelling client presentations.

Rio de Janeiro (Dec 2007 - Mar 2019)

Creative Concept/Live Marketing Producer, Grupo Globo

I specialise in conceiving and executing corporate events, brand campaigns, and merchandise initiatives for prominent news, sport, and music brands. My expertise lies in orchestrating and overseeing all facets of operations, services, and workforce management, resulting in the seamless delivery of highly successful digital and live marketing projects.

São Paulo (Jan 2016 - Feb 2017)

Product Designer/Noverde.com

I bring valuable startup fintech expertise, with a focus on enhancing the user experience of a bank loan application. Through innovation and iterative development, I worked to create seamless and user-friendly interfaces, optimizing the lending process for customers.

Rio de Janeiro (Nov 2014 – Dec 2015)

Live Experience Designer, Dream Factory/Artplan

I revolutionised the product acquisition and integration process, encompassing crucial aspects like branding, design, usability, and functionality. Additionally, I managed prototypes and orchestrated impactful brand activations at events for Grupo Globo.

Rio de Janeiro/NY (Aug 2011 – Nov 2012)

Senior UI/UX Designer, Huge Inc.

As a leader in digital product development, I'm dedicated to understanding the intricacies of user needs and refining processes. I specialise in designing user-centric systems and interfaces for projects with e-banks, insurance providers, and telecom companies, collaborating with an exceptional team to drive digital innovation.

Rio de Janeiro (Aug 2006 – Aug 2011)

Co-Founder & Creative Director, Tangerina Design

As the proprietor of my agency, I specialised in graphic design, digital solutions, and event management. Our primary focus was on delivering top-notch services in corporate identity design and fostering collaborative partnerships. In my capacity as both agency manager and designer, I played a pivotal role in expanding our clientele through strategic client acquisition efforts.

ADDITIONAL EXPERIENCE

Senior Art Director, IMM Sport Entertainment (2014)

Event Producer, SRCOM (2013)

Senior Art Director, Aktuellmix (2013)

Creative Director, Chef Estrela (2007 – 2019)

Senior UI/UX Designer, Globo.com (2003 – 2006)

Web Designer, TV Globo (2001– 2002)

Web Designer, Medcenter Solutions (2000)

Graphic Designer, Valéria London Design (1998)

LANGUAGE SKILLS

German (B1), **Professional English** (C1), **Portuguese** (Native)

TECHNICAL PROFICIENCIES

Adobe Creative Suite, Keynote, Figma, Sketch, Zeplin, Trello, Slack, WordPress, iMovie, Premiere, MS Office.

ACCOMPLISHMENTS

10 Best Art Director Rio, Premio Colunistas Awards (2017)

El Ojo Design de Iberoamérica, GloboNews Prisma (2018)

Wave Festival, GloboNews Prisma (2018)

Lusófonos Creativity Awards, GloboNews Prisma (2018)

Colunistas Awards, GloboNews Prisma (2018)

Nielsen Norman Group Intranet Design Annual Award, XL Group (2013)

70th Anniversary Commemorative Logo Winner, Museu Nacional de Belas Artes (2007)

Pessoas do Século Passado, Selected for Brazil Design Award Biennial (2006)