

# VICTOR TORRES

## SENIOR DIGITAL DESIGNER & ART DIRECTOR

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### Summary

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Multidisciplinary Digital Designer & Art Director with 15+ years of experience crafting impactful visual solutions for brands, digital products, and advertising campaigns. Expertise in UX/UI design, branding, and creative direction, with a proven track record of leading cross-functional teams and delivering high-performing digital experiences. Passionate about merging strategic thinking with innovative design to solve complex challenges and elevate user engagement.

### Experience

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#### Global Citizen Solutions | Senior Digital Designer

Dec 2019 – Present

- Led end-to-end visual design and digital product development for web/mobile platforms, ensuring alignment with brand identity and UX goals.
- Collaborated with cross-functional teams (developers, marketers, PMs) to deliver user-centered designs, improving engagement by 30%.
- Conceptualized and executed creative strategies for 15+ projects, from wireframing (Figma) to final UI implementation.
- Streamlined design processes, reducing project turnaround time by 25% through agile workflows and tool optimization.
- Managed design systems to maintain consistency across platforms, enhancing team productivity and scalability

#### Debrito Propaganda | Creative Director

Nov 2014 – Jul 2017

- Led a team of 10+ designers and developers in creating award-winning advertising campaigns for clients across multiple industries
- Spearheaded creative ideation and visual direction for 20+ campaigns, increasing client satisfaction by 40%
- Developed and maintained agency's creative vision and standards, ensuring consistent brand messaging
- Managed client relationships and presentations, successfully pitching and winning 5 major accounts
- Implemented new design processes that improved team efficiency by 30%
- Directed cross-functional collaboration between design, copywriting and development teams

**Blank Design Studio | Senior Digital Designer & Senior Art Director****Jan 2014 – Oct 2014**

- Designed and executed digital assets for 15+ projects including websites, mobile apps, and online ad campaigns
- Led creative concept development from ideation to final delivery, ensuring brand consistency
- Collaborated with clients and cross-functional teams to translate requirements into engaging digital experiences
- Created UI/UX designs that improved user engagement metrics by 25% across client projects
- Managed project timelines and deliverables, completing all assignments on schedule

**Duplo Comunicação | Senior Art Director****Feb 2013 – Dez 2013**

- Led visual design strategy for 10+ integrated marketing campaigns across print, digital, and social media
- Developed creative concepts and layouts that increased client satisfaction scores by 35%
- Directed photo shoots and visual asset production, maintaining brand consistency across all channels
- Managed client presentations and feedback cycles, ensuring alignment with business objectives

**Agnelo Pacheco | Art Director****Jan 2012 – Jan 2013****QG Propaganda | Art Director****Nov 2011 – Dez 2012****Centro Comunicação | Art Director****Jul 2010 – Out 2011****Danke Comunicação | Art Director****Jan 2010 – Jun 2010****MTS Comunicação | Art Director****Feb 2009 – Dez 2009****DCS Comunicação | Art Director****Jan 2008 – Jan 2009****CA Nomedia | Art Director****Jan 2003 – Dez 2003****Double Digital | Web Designer****Jan 2002 – Dez 2002**

## Education

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<b>Faculdade De Estudos Avançados Do Pará</b>	<b>2002-2006</b>
Advertising	

<b>Universidade da Amazônia</b>	<b>2000-2002</b>
Systems Analysis	

## Certifications

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<b>Google UX Design</b>   Google   2023	<b>2023</b>
<b>Graphic Design</b>   Lisbon School of Design	<b>2018</b>
<b>Contemporary Communication</b>   Perestroika	<b>2010</b>
<b>Art Direction in Advertising</b>   ESPM	<b>2006</b>

## Skills & abilities

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UX/UI Design • Visual Design • Interaction Design • Design Systems • Web & Mobile Design • Information Architecture • Accessibility • Prototyping (Figma, Adobe XD) • Adobe Creative Suite (Photoshop • Illustrator • InDesign) • Front-End Basics (HTML/CSS) • Art Direction • Creative Concept Development • Brand Strategy • Advertising Design • Print Design • Team Leadership • Cross-Functional Collaboration • Client Presentation • Stakeholder Management • Project Management (Agile • Scrum) • Problem-Solving • Communication • Adaptability