

# VICTOR TORRES

## Senior Digital Designer | Art Director

Lisbon, Portugal

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## Summary

Senior Digital Designer and Art Director with 15+ years building brand identities, digital products, and 360° campaigns, from agency briefs to product launches. Based in Lisbon, with a career spanning top creative agencies in Brazil and a 6+ year track record delivering scalable digital design at Global Citizen Solutions. I bridge creative direction and design execution: leading teams, building design systems, and ensuring every touchpoint is visually sharp and strategically coherent. Fluent in Figma, Adobe Creative Suite, and AI-assisted workflows (MidJourney, Adobe Firefly, Cursor, Claude).

## Experience

### Senior Digital Designer

Global Citizen Solutions

2019 - Present

- Led end-to-end art direction, UX/UI design, and prototyping for responsive web and mobile platforms, aligning visual output with product and technical requirements while improving user engagement by +30%.
- Conducted user research and applied insights to inform design and brand strategy decisions, ensuring higher usability and consistency across digital touchpoints.
- Developed and maintained scalable design systems across 15+ projects, improving visual consistency and reducing design-to-production friction.
- Collaborated with developers and product teams to optimize design-to-development workflows, reducing delivery time by 25%.

### Mess Creative Studio

Founder and Creative Director

2017 - 2019

- Founded and run a design studio specializing in sports brands, delivering brand identity, UI/UX, and digital design through a subscription-based model.
- Delivered 50+ projects across the sports industry, improving brand consistency and reducing design turnaround time by up to 40% through scalable, continuous delivery workflows.
- Streamlined design delivery processes, contributing to a 30% increase in client acquisition through a scalable, continuous subscription workflow.

### Creative Director

Debrito Propaganda

2014 - 2017

- Led and mentored a team of 10+ designers, fostering a collaborative and high-performance creative environment.
- Managed multiple projects simultaneously, prioritizing tasks and ensuring deadlines were consistently met.
- Contributed to business growth (+25% revenue) through strategic creative direction and client development.

## Senior Digital Designer and Art Director

Blank Design Studio

2013 - 2014

- Led art direction for branding, websites, and digital campaigns across multiple clients.
- Translated creative briefs into high-quality visual concepts, applying strong typography, brand strategy, and responsive design principles, aligned with business goals and user needs.
- Delivered 15+ projects with improved engagement performance (+25%).

## Art Director

Duplo, Agnelo, QG Propaganda, Centro Comunicação, Danke, MTS, DCS, CA Nomedia, Double Digital

2008 - 2013

- Directed integrated campaigns across print, digital, OOH, and broadcast for retail, FMCG, and services clients, ensuring consistent and impactful creative execution across all channels.
- Led brand identity development and rebranding projects for regional and national brands, strengthening brand positioning and market presence.
- Managed art direction, photo direction, and editorial design processes, collaborating with multidisciplinary teams to deliver high-quality creative outputs under tight deadlines.

## Education

### Bachelor's in Advertising

Faculdade de Estudos Avançados do Pará

2002 - 2006

### Bachelor's in Systems Analysis

Universidade da Amazônia

2000 - 2002

## Certifications

Google UX Design - Google (2023)

Graphic Design - Lisbon School of Design (2018)

Contemporary Communication - Perestroika (2010)

Art Direction in Advertising - ESPM (2006)

## Skills and Tools

### Art Direction and Design

Art Direction, Brand Identity, Branding, Creative Campaigns, 360° Campaigns, Design Systems, UX/UI, Digital Products, Digital Marketing, Campaign Management, Creative Strategy, Wireframing, Prototyping

### Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, Framer, HTML/CSS, MidJourney, DALL·E, Adobe Firefly, ChatGPT, Relume AI, Cursor, Freepik AI, Claude

### Core Competencies

Creative Direction, Quality Control, Workflow Optimization, Cross-team Collaboration, Stakeholder Management, Team Leadership

### Languages

Portuguese (Native), English (Intermediate – B1)