VICTOR TORRES

Senior Digital Designer · AI Design Systems

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PROFILE

Senior Digital Designer with 15+ years delivering brand identities, design systems, and digital products across agency and in-house environments. At Global Citizen Solutions, built and scaled the design function end-to-end, including a proprietary suite of AI-powered production tools that drove a 2.5× increase in team output without additional headcount. Brings together creative direction, UX thinking, and operational rigour to produce work that is visually sharp, strategically grounded, and built to scale.

EXPERIENCE

Lead Creative Designer • Global Citizen Solutions • Lisbon • 2019 - Present

Global Citizen Solutions is a leading advisory firm in residency- and citizenship-by-investment, serving high-net-worth clients across 50+ countries.

- **AI Design Systems:** Built and shipped 8 production AI Skills (Claude Code) that translate the GCS design system into automated tools for brochures, decks, social media, documents, tables/charts, and image generation. Adopted by 16 of 20 Marketing team members (80%) within weeks of launch.
- **Output scale:** Drove a 2.5× increase in content production (60 → 140-160 deliverables/month) with no added headcount, cutting per-deliverable time by 80-85% (brochures: 1-2 days → 2-3 hours; social carousels: 3-4 hours → 30-40 min).
- **Brand governance at scale:** Standardised brand voice, visual guidelines, and imagery rules system-wide and embedded them directly into AI tooling, ensuring consistency under high-volume, AI-assisted production.
- **Design leadership:** Led end-to-end art direction, UX/UI, and prototyping for responsive web and mobile platforms, improving measured user engagement by 30%.
- **Research & strategy:** Conducted a full UX audit of the company website (IxDF, Don Norman, Nielsen, WCAG 2.2 frameworks) and led post-launch adoption research across the 20-person Marketing team, translating findings into a prioritised improvement backlog.
- **Design system:** Developed and maintained scalable design systems across 15+ projects, reducing design-to-production friction and cutting delivery time by 25%.
- **Cross-functional collaboration:** Partnered with developers, product managers, and content teams; defined handoff conventions, component libraries, and Elementor/WordPress build standards.

Mess Creative Studio • Founder and Creative Director • Remote • 2017 - 2019

- Founded a design studio specialising in sports brand identity and digital design, operating on a subscription-based continuous-delivery model.
- Delivered 50+ projects across the sports industry; reduced design turnaround by up to 40% through scalable workflow design. Grew client base by 30% through productised service offering.

Creative Director • Debrito Propaganda • Brazil • 2014 - 2017

- Led and mentored a team of 10+ designers across brand, digital, and campaign work.
- Drove 25% revenue growth through strategic creative direction and new client development.

Senior Art Director • Blank Design Studio • Brazil • 2013 - 2014

- Art directed branding, websites, and digital campaigns for multiple clients; 15+ projects, +25% engagement uplift.

Art Director • Multiple agencies (Duplo, QG Propaganda, Danke, MTS, DCS, Double Digital, others) • Brazil • 2008 - 2013

- Directed integrated campaigns across print, digital, OOH, and broadcast for retail, FMCG, and services clients. Led brand identity and rebranding projects for regional and national brands.

SKILLS & TOOLS

Leadership: Creative direction • Design team management • Stakeholder communication • Workflow optimisation • Cross-functional collaboration

Design: Brand identity • Design systems • UX/UI • Art direction • Prototyping • Wireframing • Graphic Design • Digital Products

AI & Automation: Claude (Anthropic) · AI Skill development · Prompt engineering · Adobe Firefly · Magnific AI · ChatGPT · Relume AI · Lovable · Cursor · N8N · Make

Tools: Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Framer · Elementor · WordPress · VS Code · HTML/CSS

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
- Art Direction in Advertising - ESPM, 2006

LANGUAGES

Portuguese Native • **English** Professional working proficiency