

JEAN LOUISS

ART DIRECTOR // GRAPHIC DESIGNER

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CONTACT

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LINKS

Online Portfolio

<https://design.eusoulart.com>

Linkedin

<https://www.linkedin.com/in/jeanlouiss-creative/>

UI Projects

<http://jeanvasconcelos.myportfolio.com>

BRANDS, INSTITUTIONS AND COMPANIES FOR WHICH I HAVE WORKED



Summary

I like to define myself as a learner (from the Japanese “sho-shin” = beginner’s mind), because throughout my career studies have always been present (internal and external). I have worked with Art Direction in advertising for about 20 years, with a degree in Graphic Design and two postgraduate degrees, one in Multimedia Design – Spain – and the other in Playful-Creative Development of People – Brazil. I have international experience, having worked in Angola, England and Spain. In Brazil, I worked in several cities. I currently live and work in São Paulo. My current areas of learning are Motion Design, Illustration and UX Design, having already gone through education and self-knowledge. I have courses and certifications abroad in English and Spanish. I seek to serve and help improve people’s lives with my gifts, which involve art, playfulness, creativity, design and relating to people.

THE BOND AND CREATIVE LEADERSHIP

Since my professional experience in Angola, I have had leadership experience with small teams, with Junior DAs, photographers, CG professionals, among others. In the beginning, it was technical leadership: as a DA I needed to direct work concepts and guidelines. It was only years later, in the Postgraduate course in Playfulness and Creative Development of People, that I was able to experience the power of playfulness in bonds. I understood that by promoting favorable conditions for inspiring connections in a team, it strengthens and expands its creative potential.

More recently, I discovered Non-Violent Communication (NVC), which supports me in a more complete connection with myself and others, based on active listening. In this way, I feel more empowered and experienced in occupying a leadership position in the market today, always open to new learning.

SUCCESSFUL CASES

ONLINE **Pós Transludus**

(www.postransludus.com)

A postgraduate degree in Playfulness and Creativity. Before the communication work carried out, the term playfulness related to creativity did not appear in searches (Google).

DESIGN and **PHOTOGRAPHY** **Posters Mo-shon - London**

SW London Night Life Reviews. Hired at a design studio in Brixton, I participated in the creation, photography and design, in this project that lasted 1 year, with monthly publications.

TV and Print **Governo de Angola**

More than an award-winning case, the work in Angola (Link agency), started before the war, helped to pacify and enhance the self-esteem of a people suffering from 20 years of armed conflicts.



STUDIES



academic studies

1992 - 1997

GRAPHIC DESIGN DEGREE – Universidade do Estado da Bahia (UNEB).

2004/2005

Master (pos-graduate) in **Design Multimedia**. Barcelona - Spain - BAU (Universidade VIC).

Also with Spanish course

2013-2015

Pos-graduate course – Transludus (Unyahna - Salvador), em Ludicidade e Desenvolvimento Criativo (**Creativity and Play**)

2003

PHOTOGRAPHY COURSE – “Criatividade na cor” com Walter Firmo (fotografo do Jornal do Brasil - 01/03)

2003/2004

ENGLISH STUDIES – Avalon School - London - UK
9 month duration – 560h

Web Design – University of Arts Central Saint Martins – London - UK

2011

Workshop with Marina Willer - **Wolff Olins - São Paulo - ESPM** - abc Design Conference.

2011/2015

Fine Arts Studies – UFBA/ Belas Artes e MAM-BA.

2017

Experience in Non-Violent Communication (CNV) – with Dominic Barter, disciple of Marshall Rosenberg, creator of CNV.

2020

Online experience in Non-Violent Communication (CNV) with Konekti, an internationally certified company.

2021 - 2022 *currently attending*

UX/UI Design at EBAC – British School of Art, Creativity & Thecnology – 10 months.



WORK EXPERIENCE

Art Director – Magnex 360 – Campinas-SP – 02/2022 (current occupation)

Attributions:

- Concept creation for campaigns (KVS) • Branding and Visual Identity • Ads (ON and OFF) • Post Creation (IG, FB, Google) and Landing Pages.

Art Direction/Motion Design/Illustration - Freelancer - 2018 - 2021

Attributions:

- Campaign/Bidding Art Direction, working in a commencement of agency creation • Creation of packaging • Advertisements and publications for social networks
- WordPress Sites Creation • Brands and Branding Creation • Motion Design • Illustration

Art Director – Designer – Transludus – Ludicidade e Desenvolvimento Criativo de Pessoas (Pós Graduação, Cursos Livres e Consultoria à Empresas) – 03/2011 - 03/2018

Attributions:

- Brand creation, visual identity, branding
- Capture of videos and photographs • Posting and administration of social networks and websites.
- Creation of open events, in public places, as a way of promoting the brand, such as World Creativity Day, made in a square, in the center of the city and which has gained free media.

Art Director – Agência Objectiva Comunicação, Salvador-BA.

– 07/2013 – 11/2016

Attributions:

- Art direction for the State Government of Bahia (Secretariat of Tourism / Bahiatursa)
- Art direction for various customers in the private sector.

Art Director – Confirma Marketing Político – 05/2014 a 11/2014.

Attributions:

- Senior art director of the Amazonas government campaign. Winning candidate
- Team management

Art Director – Confirma Marketing Político – 05/2010 a 10/2010.

Attributions:

- Senior art director of the Amazonas government campaign. Winning candidate
- Team management

Partner and Designer – Navii Comunicação Digital – Captação e análise de mídias – 2009/2011.

Attributions:

- Brand creation, visual identity, branding
- Team management

Art Director – Grupo Maianga, Advertising Agency and Cultural Producer
based in Salvador-BA and São Paulo-SP. Currently headquartered also in Portugal
- 05/2007- 04/2010.

Attributions:

- Art direction for clients from different segments of Brazil and Angola
- Art direction for bidding - Government of Angola and Government of Bahia
- Art direction for exhibitions and creation of CDs and books.





WORK EXPERIENCE

Art Director – Agência M-Link – Luanda - Angola – 03/2006 - 02/2007.

Attributions:

- Art direction for private Luanda customers, such as brewery and cement industry, Odebrecht construction company and lubricants and Ngol oils.
- Art direction for the Ministry of Finance and other clients of the Federal Government of Angola.

Art Director – Link - Salvador-Brasil – 12/2005 - 03/2006

Attributions:

- After 3 years in Europe, returns to Brazil and returns to work at Link in Salvador-BA

Web-Designer Internship – TV3 Cataluña – Barcelona - Spain – 09/2004 - 06/2005

Attributions:

- Animated ad creations for the TV3 portal.

Designer – Mo-shon Studio - London - England – 2003-2004

Attributions:

- Creation for Latin Music Festival (Latin Splash Festival 2003)
- Creation for Night Clubs and Restaurants, creating Event Disclosure Parts
- Photographer and designer for monthly posters project in partnership with a movie distributor

Art Director – Agência Link - Salvador-Brasil e Luanda-Angola – 11/1998 - 02/2003

Attributions:

- In Brazil, art direction for several private customers
- In Brazil, art direction for the Ministry of Transport
- In Angola, art direction for the government with works for various ministries
- In Angola, TV art direction, participating in the creation of the Nation Courage A program with national broadcast, which lasted several years and was important in the work of pacification of Angola, which was still in civil war. **The program received numerous national and international awards.**

Art Studio / Graphic Production / Art Direction – GMP Publicidade - Salvador-Brasil – 05/1995 - 09/1998

Attributions:

- Studio management and graphic production
- Art direction for construction customers, with various real estate releases.



SOFT SKILLS

COMMUNICATION

It is stimulating to understand how different experiences make up who I am today and how much I can also contribute as a professional in human relationships, always in a movement of expansion. I highlight here my foray into self-knowledge, over the last twelve years, in the search to know myself, along with the bonds in life.

TIME MANAGEMENT

In this sense, Non-Violent Communication (CNV) supports me, through courses and coexistence with my wife - who also does in-depth research and work in this area - to understand what moves me in each attitude, thought and interaction with myself and with people. around me. Being able to identify feelings and needs behind defensive, reactive, critical attitudes, so common in our human relationships, on some levels present in myself, has inspired me to have more empathy with others and with myself, which facilitates my learning in resolution of problems and conflicts. It's a long way and I've already noticed important changes in my listening and interacting.

PROBLEM SOLUTION

FLEXIBILITY

I have always been a disciplined person and I believed that the martial art Aikido, which I did for 12 years, reaching an initial level of depth as a black belt according to Dan, gave me a better understanding of what discipline is. Far beyond discomfort, Eastern philosophy calls the love of practice discipline and I identify with this concept, as design for me is a passion. There is a harmonious flow in this martial art that encourages conscious presence in the interaction, allowing the energy experiences to update my integrity without needing to attack the other. That's why I identified so much with this martial art, also associated with a non-violent martial art.

WORK IN A TEAM

Living alongside new cultures abroad was an incredible opportunity for me to experience flexibility, self-confidence and adaptability in my self-development. I had two incredible career experiences when living abroad. The first time I went to Angola to work as an art director for the Government of that country. An incredible project with professionals from different parts of Brazil and Angola, where I was able to lead a small team of art directors, while assimilating and interacting with the local culture. The second experience was when I decided to study in London and ended up working there too and, in this case, I also needed to adapt to a new language, English. I can say that these experiences brought a new Jean back to Brazil, more welcoming of differences, more inclusive.

LEARN TO LEARN

WORK UNDER PRESSURE

Back in Brazil, I worked for a while with a political campaign (as an art director in two elections for governor of Amazonas), an experience where I discovered what it is like to work under pressure, in a job from Sunday to Sunday with responsibility and a lot of demand, which brought me profound experiences of agility and readiness. In addition to this, I dealt with professionals from all over Brazil, with different cultures and ways of working, integrating these differences into harmonious and productive teamwork.

PROACTIVITY

RESILIENCE

I did two postgraduate courses, one in Spain and a more recent one in Bahia, the latter in Playfulness and Creative Development of people, with a huge impact on my life, as playfulness is linked to the presence in what is experienced, to fluid experiences, to the comfortable connection and bond with people, who thus better co-create.

DETERMINATION

This post-graduate study helped me take a sabbatical year to study fine arts, a very fun activity for me. So I went with a family living in the south of Bahia, in a city with a strong presence of nature, which encouraged me to create visual arts and aikido courses, using a playful methodology learned in postgraduate studies. I created courses for children and adults and in partnership with my wife we created an external experience for companies, integrating art, playfulness and self-knowledge. We worked with teachers and coordinators from a school in Ilhéus, an experience that really impacted my self-worth, I felt great pleasure in the discoveries and new interactions.

AUTONOMY

SELF CONFIDENCE

Well, the pandemic came, with strong stimuli for personal growth and it was time to reinvent myself again. I moved with my wife and my dog from Bahia to São Paulo, first in São José dos Campos, then in Campinas, where I live today, working, UX/UI design and still studying in the process of adaptation, receptive to the new, wanting to anchor all this learning about life with people, contributing to an organization, for the benefit of everyone.

PROFESSIONAL PROTAGOSNISM

