



48

Brazilian,
São Paulo, SP
Single
48 years old

Felipe Ledier

+55 11 9 9118-5101

felipe@ledier.com

[/in/felipeledier](https://in/felipeledier)

GRAPHIC DESIGNER ART DIRECTOR

- Client service and analysis of communication needs
- Preparation of briefs and project scopes
- Planning, creation, and production
- Graphic production and follow-up
- Team training and coordination

TRAININGS



2004 • Media Planning
2003 • Advertising Planning
2002 • Integrated Communication



2003 • Digital Fonts Design
2002 • Photography Production
2002 • Digital Portfolio
2002 • Multimedia Design



2004 • Starting a Small Business
2000 • Management Training



1995 • Problem Analysis Techniques
1995 • Housekeeping
1995 • Motivation and Integration

ACADEMIC BACKGROUND



Postgraduate degree in Design Management by Faculdade de Belas Artes de São Paulo – 2005.



Bachelor's degree in Industrial Design by Universidade Mackenzie – 2002.



Technical School in Graphic Arts by SENAI Theobaldo De Nigris – 1996.

SOFTWARES



- Canva
- WIX

- Adobe Create Cloud
- Microsoft Office

OTHERS

- English C.1.1
- Spanish A.2.2
- German A.1.2

- HTML + Tableless + CSS
- Photography

PROFESSIONAL EXPERIENCE



Ledier.Design • Owner
Since September/2009

Ledier.Design is the realization of my dream to be an entrepreneur and build my own brand. Over the past 15 years, I have had the opportunity to work with clients from various sectors, expanding my portfolio and consolidating my expertise in branding and premium design. My international experience in Germany, developing projects for Sandoz, broadened my horizons and provided me with a global market perspective. Ledier.Design is my legacy, a space where I can express my creativity, build lasting relationships with clients, and contribute to the success of each brand.



UNIP – Universidade Paulista • Instructor
October/2009 till January/2011

Sharing my knowledge and passion for design with the new generation of communication professionals was a rewarding experience at Universidade Paulista. Teaching subjects like *Graphic Design* and *Basic HTML/CSS* allowed me to inspire young talents and contribute to their professional development. I learned a lot from interacting with the students, their questions and perspectives, and I was able to improve my communication and teaching skills.



PageOne Comunicação e Design • Art Director

July/2005 till November/2008

My experience as Art Director at **PageOne** was a turning point in my career. Under the mentorship of **Heloisa Sciarretta** and **Cláudia Villas-Boas**, I honed my skills in client service and developed sophisticated design projects for major brands such as **Itaú**, **Unibanco**, **Banco Real**, **Fribol**, and **Rede Globo**.

Leading the creative team, I was responsible for all stages of the process, from analyzing briefs to the final production of materials, including electronic pieces for web and social media.

One of the most remarkable moments at **PageOne** was identifying mathematical errors in balance sheets provided by financial institutions. My attention to detail and my meticulous work process prevented the printing of incorrect data, which earned me the responsibility for all materials involving data analysis. This experience provided me with valuable learning in project management, communication, teamwork, and data analysis, skills that prepared me to start my career as a freelance graphic designer and build my own business.



Centro São Paulo Design • Intellectual Property Consultant

January/2005 till July/2005

At **Centro São Paulo Design**, I had the opportunity to immerse myself in the world of intellectual property research and consulting. This experience provided me with a new perspective on the value of innovation and the protection of ideas. Acting as a consultant for the development of the **Intellectual Property Department** allowed me to contribute to the creation of an environment that fosters creativity and entrepreneurship.



Ícone Comunicação • Designer

January/2003 till May/2004

At **Ícone Comunicação**, I had a unique experience developing educational materials for the **Anglo Teaching System**. I created illustrations and infographics that helped thousands of students learn in a more engaging and effective way. It was a complete experience that allowed me to broaden my horizons and contribute to the education of young students. Furthermore, I was able to apply my expertise in advertising to prospect new clients, developing customized briefs, proposals, and communication strategies. Some of the clients I prospected and for whom we developed projects were **5àSec** and **CBC – Companhia Brasileira de Cartuchos** (Brazilian Cartridge Company).



Speed Marketing & Comunicação • Diretor de Arte

De janeiro/1999 a abril/2002

At **Speed Marketing Comunicação**, my role as Art Director allowed me to develop graphic projects and communication campaigns for renowned companies such as **Norton Abrasivos**, **Cel Lep Language School** and **Domino's Pizza**. Leading the creative team, I was responsible for all stages of the process, from client service and the preparation of briefs to the planning, creation, and production of materials. This experience provided me with valuable learning in project management, communication, and teamwork, in addition to improving my technical skills in graphic design and desktop publishing.



LePera Marketing Solution • Art Assistent

April/1998 till May/1999

At **Le Pera Marketing Solution**, I had the privilege of being mentored by **Marcos Le Pera**, one of the foremost experts in B2B communication in the country. Under his guidance, I unraveled the secrets of business-oriented communication, learning to create pieces that generate results and build lasting relationships. Together, we developed innovative projects for various clients, ranging from printed materials such as leaflets and posters to newsletters and digital campaigns, always focused on achieving the objectives of each business.



Maxter Editores, Revista DJ Sound • Desktop Publisher

January/1996 till July/1997

My journey in the world of design began at **DJ SOUND Mag**, where I took my first steps as an intern and quickly earned the position of layout artist. It was there that I learned the basics of electronic publishing and graphic production, mastering the tools and techniques to prepare flawless files for printing. I had the opportunity to put my passion for design into practice by creating the magazine's new visual identity, an experience that propelled my career and showed me the power of design in communication.