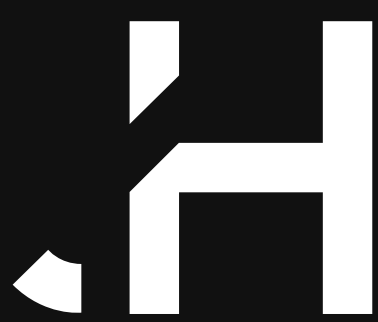




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Miami, FL, USA

Jayme Henrique Florentino

Senior Art Director | Brand, Digital & Motion Design

Professional Summary

Senior Art Director based in Miami with 19+ years of experience creating work for global brands, startups, and growing businesses. I've worked across agencies, independent studios, and in-house teams, helping organizations build brands, launch campaigns, and create meaningful experiences across a wide range of platforms.

My experience covers advertising, branding, digital, motion, content production, and experiential initiatives. From visual identity systems and integrated campaigns to websites, product launches, and large-scale marketing efforts, I've led projects from early concept development through final execution.

I've worked with multidisciplinary teams across hospitality, travel, consumer goods, beauty, entertainment, technology, and e-commerce, contributing to projects for brands including Tiffany & Co., Casper, Norwegian Cruise Line, Alamo Rent A Car, Laneige, Nescafé, WMX, Resorts World Catskills, and Atlas Ocean Voyages.

What has remained consistent is that I'm very hands-on with the work. I've also integrated AI into my creative workflow, using it alongside design, motion, and CGI to explore ideas, develop visuals, and accelerate production. I like being involved from strategy and concept development through production and launch, helping turn ideas into work that people can see, use, and interact with.

Core Expertise

- | | | |
|----------------------|------------------------|-------------------------|
| • Creative Direction | • Campaign Development | • CGI Visualization |
| • Art Direction | • Digital Design | • AI Creative Workflows |
| • Brand Identity | • Web Design | • Packaging Design |
| • Brand Strategy | • Motion Design | • Creative Leadership |

Professional Experience

NORWEGIAN CRUISE LINE

Senior Graphic Designer | Feb 2026 – May 2026

- Developed creative assets across email, web, CRM, and promotional campaigns.
- Worked with marketing, copy, and cross-functional teams across digital channels.
- Created work supporting loyalty, promotional, and customer engagement initiatives.

WMX

Art Director | Jul 2017 – Nov 2025

- Helped shape a 360° creative approach across branding, digital, content, and campaigns.
- Led projects from concept to launch, including brand identities, websites, and digital campaigns.
- Developed RFP presentations and new business opportunities for global brands.
- Worked directly with clients, strategists, and creative teams.

APOLLO DESIGN STUDIO

Founder & Creative Director | Jan 2015 – Jul 2020

- Founded and led a multidisciplinary design studio in Miami.
- Directed branding, websites, packaging, motion, and creative production projects.
- Managed client relationships, creative direction, and studio operations.

Earlier Experience

Arvore Propaganda — Web Designer (2013–2014)

Interativa Mix — Web Designer (2010–2013)

DM9 — Art Direction Intern (2009–2010)

DDB — Art Direction Intern (2009)

Education

Anhanguera Educacional — B.A. in Advertising and Marketing

Belas Artes — Postgraduate Degree in Art Direction

Tools

Adobe Creative Suite • Figma • Cinema 4D • Redshift • Webflow • Framer • AI Creative Workflows



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