



Hello! My name is

Adriano Freitas

Product Designer + Brand Strategist + Visual Storyteller

Portfolio: adrianojvfreitas.com



About me

- ✓ **Creative problem-solver with 20+ years of experience** in design, strategy, and innovation.
- ✓ Strong background in **branding, marketing, and customer experience**.
- ✓ **Master's degree in Business Administration**, blending design with business strategy.
- ✓ **Passionate about human-centered design** and always focused on the big picture.
- ✓ **Collaborative, hands-on leader** who motivates teams and drives meaningful impact.
- ✓ **Originally from Brazil, now based in San Diego**, always looking for new challenges.



Experience

📍 San Diego, CA

PACIFIC

Director of Design
2018 - Present

🌐 PACIFIC.CO

- + Drive design projects across multiple brands, balancing creativity and strategy.
- + Introduced new design methodologies to boost quality and efficiency in digital marketing.
- + Play a key role in shaping research, customer experience and strategic design initiatives.
- + Lead implementation of PACIFIC's business intelligence platform (ZISSOU).
- + 1 promotion every 2 years (intern, designer, design lead, and director of design).

📍 São Paulo, Brazil

Tellus Group

Lead Designer
2014 - 2015

🌐 TELLUS.ORG.BR

- + Led design and creative solutions for projects focused on public sector innovation.
- + Crafted service design strategies, from big-picture vision to detailed execution.
- + Created compelling visual concepts, research templates, and presentations.
- + Worked closely with the CEO to develop marketing and communication strategies.
- + Collaborated with the implementation of cultural initiatives for clients and team.

📍 São Paulo, Brazil

Itaú Bank

Innovation Specialist
2011 - 2014

🌐 CARREIRAS.ITAUI.COM.BR

- + Collaborated with the innovation team to drive cultural and project-based initiatives.
- + Designed and produced audiovisual content for events, forums, and ideation sessions.
- + Bridged strategy, design, and innovation across multiple disciplines.
- + Recognized as the top employee in the innovation team for two consecutive years.
- + Played a key role in spreading design thinking methodology throughout the organization.



Skills & Expertise

- ✓ **Design & Innovation (UI/UX, service design, human-centered design, CRO, and prototyping).**
- ✓ **Strategy & Business (Branding, marketing, customer experience, and storytelling).**
- ✓ **Collaboration & Leadership (Team motivation, design thinking workshops, and project management).**
- ✓ **Tech & Tools (Digital interfaces, editorial/promotional, video/motion, web, and presentation design).**
- ✓ **Proficient in a wide range of design tools and software (Figma, Adobe CS, PowerPoint, Webflow, Keynote).**
- ✓ **A delivery-oriented team player who values integrity, open communication, and collective growth.**



Courses & Languages

2024
Designing Strategy
IDEO (Online)

2022
Google UX
Coursera (Online)

2018
Master of Business
SSU (San Diego)

2013
3-day Culture Bootcamp
Zappos Insights (Las Vegas)

2013
Service Design
School of Innovation (Brazil)

2011
Master in Branding
Rio Branco (Brazil)

2004
Bachelor in Design
Anhembi Morumbi (Brazil)

1999
Minor in Philosophy
PUC (São Paulo)

 **English**
Fluent

 **Brazilian Portuguese**
Native

 **Spanish**
Intermediate



Why me?

When I began my career as a designer, I quickly learned that design is not just about aesthetics. It is about solving problems, shaping experiences, and driving meaningful change. That realization pushed me to expand beyond pure design into strategy, branding, marketing, customer experience, and business modeling.

At PACIFIC, my first professional experience in the US, I have led design initiatives across multiple brands, consistently balancing creativity with strategic thinking. I introduced new design methodologies that improved efficiency and quality in digital marketing, contributed to research and customer experience programs, and led the implementation of ZISSOU, our business intelligence platform. Over time, this work translated into measurable impact, steady growth, and increased leadership responsibility.

Beyond agency work, I have operated across corporate, public sector, and entrepreneurial environments. I have helped build digital platforms, led innovation initiatives, and supported organizational strategy across industries. From collaborating with large enterprises like Itaú Bank and Porto Seguro, to designing public services at Grupo Tellus, to founding my own startup, NowaCar, I have consistently approached complex challenges with curiosity, adaptability, and a human centered mindset.

I work best at the intersection of design, strategy, and business. I lead by example, value collaboration, and believe strong outcomes come from empathy and a deep understanding of real human needs. When faced with a challenge, I move from insight to execution. I do not just generate ideas, I make them real. That is the value I bring, and that is what your team can expect when you hire me.



Let's talk

I'd love to connect and explore how my experience can bring value to your team. Feel free to reach out. I'm always open to a great conversation.

[LinkedIn](#) [Portfolio](#)

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