# Adriana Lin

Art director | Branding specialist | Graphic Design

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Creative and results-driven marketing and design professional with over 10 years of experience in advertising, branding, and integrated 360° campaign management. Skilled in delivering high-impact creative solutions that combine strong visual aesthetics, user-centered design (UX), and accessibility best practices.
Proven experience developing visual identities, engagement campaigns, key visuals (KVs), presentations, ebooks, and interactive digital assets for corporate environments and well-established brands. Strong background in branding strategy and customer-focused design, translating brand identity into meaningful audience experiences.
Experienced in cross-functional collaboration, project management, and creative team leadership, ensuring alignment between strategic goals and creative execution. Familiar with emerging technologies and AI-driven tools applied to design workflows and creative processes.
Adaptable, collaborative, and detail-oriented professional with excellent communication skills and the ability to thrive in fast-paced, dynamic, and remote work environments.

## Professional career:

### Senior Art Director

FANCLUB | *August 2023 – May 2026*

- Coordinated cross-functional projects in collaboration across Account Management, Creative, and Production for clients including Bradesco, NIVEA, Claro, Jovi, Mobil, Corteva, and Schweppes. I focused on delivering within the budget and deadline while strengthening teamwork within my squad and avoided conflicts, resulting in fewer revision rounds and higher client satisfaction
- Incentive Campaigns (NIVEA, Moove/Mobil): Led, with the team, a 3-year incentive program for NIVEA with 13 sales and productivity KPIs and phase-based rewards, plus the Mobil DTBs Moove campaign — driving commercial results.
- Mindcoop Corporate Trip (Corteva): Planned, with the team, an incentive trip through the Amazon for cooperative presidents, with a customized itinerary — 100% participant satisfaction.
- Schweppes Brand Activation: Developed, with the team, activation spaces in premium Rio de Janeiro bars (Kauai, Hills), repositioning the brand as a cosmopolitan reference.
- Claro Innovation Space: Led, with the team, a workplace lounge doubling as a 5G showroom, integrating smart devices into a modern, interactive environment for clients and employees.
- Santillana Educação Booth (Bett Brasil): Led, with the team, a 300m² booth integrating 5 sub-companies into one cohesive space, fully aligned with each brand's guidelines.
- Brazil Investment Forum (Bradesco BBI): Led, with the squad, a strategic bank event with 1,200 guests over 2 days (Grand Hyatt SP) — 21 panels and 149 simultaneous meeting rooms — securing preferred status for future bids (Agrishow, BTG).
- Jovi Bilingual Event (China/Brazil): Led, with the team, an integration event with suppliers, conducting negotiations in Mandarin and strengthening ties between Brazil and China.
- Key Clients: Bradesco, NIVEA, Claro, Jovi, Mobil, Corteva, and Schweppes.

### Freelancer Art Director

TM1 | *April – June 2023*

- Tudum 2023 (Netflix): Collaborated with architecture, planning, production, and creative teams on the physical Netflix fan event at São Paulo's Ibirapuera Pavilion, with activations by series and viral photo ops — 9,600 people simultaneously over 3 days, featuring international talent.
- Mary Kay Seminar 2024: Contributed to the concept development of the event for beauty consultants (Espaço Arca, SP), with 3,000+ participants over 3 days — crowning ceremony, metrics updates, awards, and product launches, aligned with brand guidelines.
- TikTok Booth (VidCon): Designed and adapted the KV within TikTok's brand guidelines, collaborating with the architecture team on the booth concept and event activations.

### Branding Specialist

Grupo Nexxees | *2022 - 2023*

- Developed and executed integrated 360° marketing strategies encompassing digital marketing, corporate communications, OOH advertising, advertising campaigns, incentive programs, UX/UI, rebranding initiatives, and CRM strategies.
- NIX Launch (financial management platform for SMBs): Helped coordinate, with the team and under the Marketing Director's direction, the brand launch — from audience and budget analysis to process implementation.
- NIX Launch Event (Florianópolis Municipal Market): Helped coordinate a record-breaking event — 8,500 attendees — with the Mayor, former football player Romário, and local influencers. Collaborated with brand ambassador Acelino 'Popó' Freitas on stories, posts, livestreaming, and radio spots.
- Led and mentored junior analysts, keeping a close eye on their growth and development within the team while achieving the deliverables, fostering a healthy environment that contributed to +85% operational efficiency and +151% internal engagement.
- Portfolio Marketing: Supported the marketing strategy for Sens (ERP), Tempo Certo, IANEXX, and Maná Saúde — an ecosystem processing 7B transactions/year with 99.7% technological stability.
- Portfolio Rebranding: Supported, under the Marketing Director's direction, positioning studies for each company, with immediate CEO approval and digital-first 360° marketing.
- At Maná Saúde: +10% social media engagement and doubled institutional website traffic.
- Coordinated cross-functional projects across Finance, Development, Sales, HR, Technical Support, Executive Leadership, and the Board.

## Senior Art Director

Agência Yo!Group | *Sept 2019 – Out 2021*

- P!ckers Virtual Launch (McCain): Coordinated the design of the brand's first virtual launch platform, integrating internal teams, B2B partners, and B2C consumers, with light-hearted cooking content and incentive activations — 200 attendees.
- Seara Supplier Platform: Enhanced UX/UI with tools like a virtual business card, profit/cost calculator, retail news portal, and a supplier–retailer forum — 100% increase in engagement.
- Seara Incentive Trip (Dubai): Created and oversaw creative assets within the client's budget, adapting final artwork to evolving needs.
- Yo!Group Rebranding: Researched the agency's differentiators and developed a full brand identity for the Incentive, Trade Marketing, Growth, and Digital business units, strengthening competitive positioning.
- Edel White & Lixas Tatu Rebranding: Revitalized traditional brands with a more modern, sophisticated identity — Lixas Tatu saw +25% social media engagement after the new brand guide.
- Coordinated projects across Account Management, Creative, and Production; managed the design team's pipeline, mentoring junior designers; developed pitches from small to large-scale campaigns.
- Designed creative assets for events, incentive campaigns and trips, POS materials, and catalogs; websites, reward and supplier platforms; social media content; and brand identity systems across touchpoints.
- Key clients: Essity, Marfrig, Seara, Coty, PepsiCo, GROHE, Calvin Klein, and McCain Foods.

## Senior Art Director

Agência Pipeline - 2*018 – 2019*

- Designed graphic materials for the real estate industry — property launches, real estate expos (São Paulo and Pernambuco), magazine layouts, image retouching, and logo/brand identity creation.
- key clients: cgm, hdauff, home studio, cury, metrocasa, i9 empreendimentos, and sabe.

## Art Director

Agência Visia - 2*018*

- Managed the team's workflow, with creative assets for public events, construction-industry promotions and fashion brand social media, photo shoot coordination, and catalog design.
- **Key clients:** Votorantim, Conscious, Sincor, Bivik Jeans, Selene, and PUMA.

## Designer freelancer

Agência SRCOM – Google - *Julho 2017*

- Delivered direct client service and created multiple brands for small entrepreneurs across industries, within tight deadlines, during the Entrepreneur Fair.

## Diretora de Arte plena

Agência Avantgarde - *2015 - 2018*

- Coordinated cross-functional initiatives across Account Services, Creative, and Production teams, ensuring project alignment, efficient execution, and on-time delivery of integrated marketing campaigns.
- Marlboro Gold (formerly Marlboro Lights): Developed guerrilla marketing actions and materials to boost brand awareness among younger audiences, repositioning the brand and driving sales.
- Grupo Petrópolis: Created guerrilla marketing activations and brand booths at major music festivals, such as VillaMix.
- Allianz Parque (brokers): Coordinated with the team incentive events for brokers, celebrating sales results at Aerosmith and Pink Floyd concerts, boosting organic engagement and digital presence.
- Allianz Seguros: Contributed to one of the brand's largest sales incentive events, with 4,000+ attendees at Allianz Parque — motivational talks, tech workshops, and a closing celebration.
- Trezna Rebranding (formerly Apoio Consultoria): Led full research and developed a new name and identity, repositioning the company against competitors — immediate CEO approval.
- Designed financial-sector publications with more accessible layouts, plus logos, brand guidelines, and visual identity systems aligned to each client's needs.
- **Key clients:** Allianz, Grupo Petrópolis (Itaipava and Crystal), **Grupo Financial**, **Trezna**, Porsche, Havaianas, Pernod Ricard (Absolut and Passport), Philip Morris International (Marlboro Gold and Marlboro Mix), Teatro Santander, Oracle, and SKY.

**Art Director Junior** Agência Cobram - *2014 - 2015*

**Assistant to Art Director Junior -** Agência Batuque - *2012 - 2014*

## Education:

**Taiwan Normal University**
Masters – Branding & product Design

**Universidade Mackenzie**
Graphic Design

## Courses:

- Project management – 365 careers
- Measuring brand Impact – The Expert academy
- Google Digital Marketing & E-Commerce Professional Certificate
- User experience (ux) essentials – joe natoli
- Calligraphy & lettering – andrea branco
- Digital marketing fundamentals – rob percival
- 3d modeling fundamentals (blender)

## Languages:

- **English:** Fluent/Native
- **Chinese:** Intermediate, focus on conversation