

# CHICO AZAMBUJA

CREATIVE DIRECTOR

Creative Director delivering excellence across web, print, and experiential media. Specialized in global brand strategies and high-impact visual systems for a diverse portfolio of startups and international

## EDUCATION

### BACHELOR OF ARTS IN ADVERTISING

IESB - Institute of Higher Education of Brasília  
Brasília - Brazil

## ADVANCED SKILLS

ADOBE CREATIVE CLOUD  
WIX  
FIGMA  
FRAMER (Ongoing)

## LANGUAGES

PORTUGUESE - Native  
ENGLISH - Fluent

## CONTACT

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Los Angeles, California

## CREATIVE DIRECTOR

Chico Azambuja Agency | 2025–Present

**Brand Development:** Led the creation and evolution of visual identities for a portfolio of 8+ companies across the US, UK and Brazil.

**Multichannel Creative Strategy:** Orchestrated brand and performance-focused creative solutions including web, social, email and digital media.

**Experiential Design:** Led art direction for large-scale corporate events and trade shows, overseeing custom booth design, large-format graphics and complex way-finding systems.

**Multichannel Production:** Managed end-to-end production for print and physical activations, coordinating with a global vendor network to ensure technical fidelity and material quality.

**Strategic Partnerships:** Cultivated tight-knit partnerships with stakeholders and vendors to bridge the gap between creative vision and technical feasibility, ensuring every concept was as scalable as it was visually compelling.

## GRAPHIC DESIGNER

M3 Global Research (UK) - Remote | 2022-2025

**Global Creative Operations:** Designed and scaled creative assets for websites, digital media and email marketing across 17 languages, contributing to an annualized revenue growth of \$23M for FY23 & FY24.

**Social Media & Growth:** Produced content for Instagram, Facebook and LinkedIn, expanding M3's research network to 6.5M+ healthcare professionals and increasing partner engagement by 18% Y/Y.

**Visual Storytelling:** Implemented a design framework for digital media, print and sales decks to translate complex research findings into actionable, data-driven infographics for global healthcare clients.

**Brand Governance:** Led the development and application of global brand guidelines to ensure a consistent identity and optimize the user journey across all brand touchpoints.

## GRAPHIC & WEB DESIGNER

Open Oceans | Marketing Agency (USA) - Remote | 2020 - 2022

**Multidisciplinary Web Design:** Conceptualized, designed and launched web solutions and digital marketing creatives for a diverse portfolio of startups, D2C retailers, NGOs and entertainment companies.

**Client Relationship Management:** Recognized by multiple clients for deep understanding of business needs, proactive communication and the delivery of high-quality creative solutions.

**Conversion Rate Optimization (CRO):** Rebuilt the web experience for a premium gym client to eliminate conversion friction, achieving a 20% lift in monthly leads and all-time highs for member enrollment.

**International Brand Localization:** Adapted design strategies and visual storytelling for a diverse portfolio across the US, UK and Brazil, integrating regional market behaviors to ensure brand authenticity.

## SENIOR GRAPHIC DESIGNER

CNT | National Confederation of Transport | 2014 - 2020

**National Campaign Leadership:** Led the ideation and development of monthly national marketing campaigns reaching 150,000 transport professionals and government stakeholders, while managing a creative team of 5+ designers across online and offline channels.

**Award Branding & Identity:** Co-produced and directed the 360° visual identity for the CNT Journalistic Awards, managing the complete branding for a national ceremony with 4000+ annual entries, including stage & screen design, digital rollout, and high-end event stationery.

**Strategic Communication:** Spearheaded the communication strategy and landing page design for the CNT Highway Research, providing essential infrastructure insights for a 100,000 km of national highway network.