HIGOR CÉSAR OLIVEIRA

CREATIVE DIRECTOR / ART DIRECTOR | BRAND STRATEGY | PERFORMANCE CREATIVE | AI & CREATIVE OPERATIONS

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SUMMARY

Creative Director and Art Director with 12+ years of experience connecting creative strategy, brand, advertising, technology, AI and business objectives. Experienced across agribusiness, retail, technology and healthcare, translating business challenges into integrated campaigns, visual systems and scalable creative operations. Strong track record partnering with strategy, media, marketing, copy, production and external studios to deliver high-quality creative with measurable operational and business impact.

SKILLS

Creative Leadership: Creative Direction, Art Direction, Integrated Campaigns, Concept Development, Team & Vendor Leadership
Performance Creative: Paid Media, Digital Campaigns, Social, OOH, Landing Pages, Marketplace, Creative Adaptation
Brand & Strategy: Brand Positioning, Visual Identity, Brand Systems, Communication Strategy, Creative Strategy
Creative Operations: Workflow Design, Production Systems, Approval Processes, Templates, Vendor Management
AI & Technology: Generative AI, Rapid Prototyping, Creative Automation, Image & Video Generation
Tools: Photoshop, Illustrator, InDesign, After Effects, Figma, Framer, Midjourney, Gemini, Firefly, Nano Banana, Asana, ClickUp, Trello

PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR / CREATIVE DIRECTOR

York — Uberlândia, MG | Hybrid | Nov 2025 – Present

CORE RESPONSIBILITIES

- Lead visual direction and integrated creative execution for 3 international retail and technology clients plus major agribusiness accounts including Massey Ferguson, Jacto, John Deere and New Holland.
- Coordinate 15+ external studios and vendors across simultaneous workstreams, establishing creative direction, quality standards and delivery processes with a zero-missed-deadline track record.
- Partner with strategy, copy, media and production to translate business objectives into concepts, key visuals and channel-specific creative across digital, social, print and OOH.
- Introduced AI-assisted workflows across ideation, prototyping, adaptation and execution using Midjourney, Gemini AI, Nano Banana and creative automation.
- Refined the creative approach and approval process, contributing to a 20% improvement in creative approval rates while maintaining brand consistency across touchpoints.

Key Technologies & Tools: Midjourney, Gemini AI, Nano Banana, Adobe Creative Suite, Figma, Framer, AI Creative Automation

ART DIRECTOR & CREATIVE PRODUCTION

Pis7 Agro — Rondonópolis, MT | Remote | Jan 2024 – Nov 2025

CORE RESPONSIBILITIES

- Led end-to-end creative production for 15+ campaigns per year, translating concepts and key visuals into social, email, paid media and banner executions.
- Built reusable templates, production standards and visual guidelines to increase consistency and scalability across marketing materials.
- Adapted creative concepts for paid media and multiple channels, balancing brand consistency with fast, performance-oriented asset production.
- Integrated AI image generation and upscaling into daily production workflows, accelerating creative variations without sacrificing quality.
- Coordinated vendors and influencers, establishing creative review processes that improved consistency, technical accuracy and delivery reliability.

Key Technologies & Tools: Adobe Creative Suite, Firefly, AI Image Generation, Upscaling, Paid Media, Social, Email

SENIOR INTERACTIVE ART DIRECTOR

Officina de Criação — Goiânia, GO | Hybrid | Sep 2018 – Jan 2024

CORE RESPONSIBILITIES

- Led creative production for 30+ campaigns per year across agribusiness, healthcare and retail, spanning catalogs, paid media, social and institutional communication.
- Built 5+ years of specialized agribusiness experience, connecting brand positioning, advertising and digital communication across complex agricultural-sector challenges.
- Streamlined approval and version-control workflows between media teams, brand stakeholders and vendors, reducing rework and improving delivery efficiency.
- Documented production standards, creative handoff procedures and vendor protocols that were subsequently adopted agency-wide.
- Standardized workflows and reusable templates, shortening production-to-delivery cycles and creating a more predictable creative operation.

Key Technologies & Tools: Adobe Creative Suite, Paid Media, Social, Digital Campaigns, Workflow Systems, Vendor Management

PROFESSIONAL EXPERIENCE — CONTINUED

SENIOR ART DIRECTOR

Word Pixel — Uberlândia, MG | Aug 2016 – May 2017

CORE RESPONSIBILITIES

- Produced and adapted 20+ creative assets per month for brand activations, digital events and social media, translating brand identities into channel-specific executions while maintaining visual consistency.

Key Technologies & Tools: Adobe Creative Suite, Digital Events, Social Media, Brand Activations

HEAD OF ECOMMERCE

Velox Customs — Uberlândia, MG | Mar 2010 – Jun 2012

CORE RESPONSIBILITIES

- Produced and adapted visual assets for marketplaces and the company's own website, connecting creative execution with e-commerce requirements across Magento and Shopify.

Key Technologies & Tools: Magento, Shopify, E-commerce, Marketplace, Digital Design

SELECTED INDUSTRY EXPERIENCE

Agribusiness: Massey Ferguson, Jacto, John Deere, New Holland and other agriculture-focused brands
Retail & Technology: International and Brazilian clients across brand, digital and integrated campaigns
Healthcare: Brand communication, campaigns and digital assets
E-commerce & Marketplace: Marketplace communication, e-commerce assets, Magento and Shopify

EDUCATION

B.A. in Marketing Management — Uniube, Universidade de Uberaba | Completed 2024
B.Tech. in Information Technology — Faculdade Politécnica de Uberlândia | Completed 2014

PROFESSIONAL DEVELOPMENT

Team Leadership & Engagement | 2024 Presentations That Win | 2024 Advanced UX Design | 2022 Art Direction for Digital Media | 2021

LANGUAGES

Portuguese: Native | English: Advanced / Full Professional Proficiency

SELECTED VALUE PROPOSITION

Creative Leadership + Performance + Agribusiness + AI. Combines strategic creative direction with hands-on execution, scalable workflows and emerging technology to help multidisciplinary teams move faster, protect brand quality and connect creative output with business objectives.