

THIAGO MARINHO

Senior Brand Designer / Senior Art Director

San Francisco Bay Area, CA · Authorized to work in the U.S., no sponsorship required
thiago@studiolomo.com · +1 (925) 359-8549 · thiago.works · linkedin.com/in/thiago-marinho82

SUMMARY

Hands-on brand designer and art director who builds visual systems end to end: concept, identity, typography, campaign, motion and final production. Currently the sole in-house creative for a four-brand healthcare group in the Bay Area, owning every brand system and every asset that ships. Previously co-founded a creative studio and led creative at advertising agencies in Brazil across integrated campaigns for national and public-sector accounts.

I have run teams and studios. I am deliberately on an individual contributor track: I want to be the one making the work. Bilingual, English and Portuguese.

EXPERIENCE

Creative Services Director

2022 – Present

Jiao Florencio Dental Group — Bay Area, CA

Individual contributor role: sole creative in the organization, no direct reports.

- Own the complete brand system for four distinct healthcare practices (identity, typography, color, photography direction, iconography and asset libraries) and built the reusable template and component system that sustained weekly content across all four, as the only creative in the company.
- Design and develop the practices' websites in WordPress (layout, build and ongoing maintenance), plus landing pages, weekly social content and a monthly newsletter handled end to end: layout, copy and build.
- Concept campaigns from the core idea through key visuals and final production files, both live external campaigns and internal concept work.
- Produce print and environmental work across the group: stationery systems, internal signage, in-clinic screen content and patient-facing collateral.
- Direct and produce all photography, video and motion in house: shooting, editing, retouching, motion graphics and delivery.
- Translate complex clinical services (prosthodontics, periodontics, implants) into clear, credible, patient-facing communication, working directly with practice owners and production vendors.

Co-Founder & Creative Director

2019 – 2022

Lomo Estúdio — Natal, Brazil

Two-person independent studio. Led all creative; hands-on from concept to final delivery.

- Created the founding brand identity and packaging for Bacana Tropical, a natural skincare brand that went on to expand across the European Union and Hong Kong and earn national press coverage.
- Led brand building for Raffe Brewery over nearly three years (rebranding, packaging, campaign concepts, art direction, photography, film and motion) spanning the brewery's full visual communication.
- Directed identity and campaign creative for two election campaigns, including a winning candidacy for the rectorship of IFRN, a federal technical institute.
- Delivered campaign, content and art direction for Sem Etiqueta, an established regional apparel brand.
- Built a distinct visual language per client rather than a fixed studio style, and directed and produced photo and video in house: shooting, editing, image treatment and motion graphics.
- Provided white-label campaign, design and production support to advertising agencies while running concurrent projects in a lean structure.

Partner & Creative Director

2016 – 2019

Live Results — Natal, Brazil

- Led creative at a digital-focused communications agency: concepts, art direction and campaign execution for private and public-sector clients.
- Turned strategic briefs, market research and business objectives into integrated campaign platforms across digital, print, presentation and branded content.
- Directed creative teams while staying hands-on across key visuals, typography, layout, image direction and final production.
- Presented concepts and visual rationale directly to clients, and worked with strategy and account teams through approval and execution.

Senior Art Director

2012 – 2016

Ratts Rattis — Natal, Brazil

- Developed concept-led integrated campaigns, key visuals and brand materials for private companies and public-sector accounts.
- Built campaign systems across print, digital, out-of-home, promotional and presentation formats.
- Partnered with copywriters, photographers, account teams and production vendors from concept presentation through final delivery.

Art Director

2002 – 2012

Advertising agencies — Natal, Brazil

- Progressive art direction roles across six agencies, building a foundation in campaign concepting, visual identity, print advertising and client presentations for regional brands.
- Developed practical depth in typography, composition, visual hierarchy, brand consistency and production-ready design under tight deadlines.

SKILLS

Brand & Identity: Brand systems, visual identity, brand guidelines, design systems, typography, editorial and layout design.

Campaigns: Concept development, key visuals, integrated and multi-channel campaigns, service and product marketing.

Digital: Web design, landing pages, social systems, presentation design, WordPress and Elementor build-out.

Motion & Image: Motion design, video direction and editing, photography direction and shooting, retouching and image treatment.

AI in production: Generative image and video tooling and agentic automation integrated into live creative workflows.

Tools: Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Acrobat, Keynote, Google Slides, PowerPoint.

EDUCATION

Postgraduate Specialization, Digital & Relationship Marketing — UniBF, Brazil, 2021

B.A., Journalism — Universidade Federal do Rio Grande do Norte, 2009

B.A., Advertising — Universidade Potiguar, 2005

LANGUAGES

Portuguese (native), English (fluent), Spanish (conversational), Swedish (intermediate), French (basic).