SABRINNAH LEARDINI

GRAPHIC DESIGNER & ART DIRECTOR

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PROFESSIONAL SUMMARY

With a degree in Advertising, I'm a designer and art director specializing in branding, visual identities, advertising campaigns, and social media communication. Born and raised in Rio de Janeiro, I'm driven by a passion for creating and the power of giving brands a voice, combining creativity with strategy.

I've been working in the creative industry since 2013, gaining experience at advertising agencies, startups, and currently as a freelance designer. Throughout my career, I've had the opportunity to collaborate with Brazilian and international clients across a wide range of industries.

Some of the brands and companies I've worked with include Toyota, Tembici, Itaú, Nubank, L'Étape, La Vuelta, Asmodee, among others.

In 2020, one of the campaigns I worked on was recognized by Toyota Brasil for generating one of the highest volumes of leads of the year. In 2022, Waze awarded the *Setembro Amarelo* (Yellow September) campaign, developed in partnership with Gringo, The Driver's Best Friend.

WORK EXPERIENCE

Senior Art Director | DTO — Rio de Janeiro | 2023 — 2026

- Branding and Visual Identity - Strategy, logo, brand guidelines, applications, packaging, and stationery.
- Advertising Campaigns - Key Visual and all of its print and digital rollouts, such as posts, banners, landing pages, ads, OOH, stationery, POS, furniture for events, merchandise, among others.
- Social Media - Creation of visual identity for social media, posts, and static and animated ads (simple motions and video editing for reels/tiktok).
- Layout for presentations and reports.
- Event materials - Signs, wristbands, uniforms, awards (medals and trophies), printed guides, vinyl application, decoration, badges, merchandise, panels, portals, among others.
- Creation with AI (images and videos).

Mid-Level Art Director | Gringo, The Driver's Best Friend — São Paulo | 2021 — 2022

- Development and participation in expansion/high-impact campaigns (Key Visual, OOH, Digital Ad).
- Development of strategy, planning, and production of content for social media and ads (static and animated) focused on performance and engagement, in addition to monitoring interactions and post performance.
- Layout for presentations, reports, stationery, and other institutional digital and print assets.
- Member of the Branding team, responsible for the brand's visual consistency in graphic materials.
- Management of design partners for the Branding team.

Mid-Level Designer | DTO — Rio de Janeiro | 2019 — 2021

- Creation and development of visual identities.
- Conception of key visuals and rollout of graphic assets for advertising campaigns.
- Visual planning and content creation for social media.
- Development of layouts for websites.

WORK EXPERIENCE (CONTINUED)

Freelance Designer | Ramo — Rio de Janeiro | 2017

- Creation of key visuals for advertising campaigns.
- Development of graphic assets and visual content for social media.

Junior Designer | Designtec — Rio de Janeiro | 2015 — 2017

- Adaptation and rollout of advertising assets for different formats and communication channels.
- Creation of graphic assets and visual content for social media.
- Development of layouts for websites.

Intern | Fábrica de Ideias — Rio de Janeiro | 2014

- Support in the adaptation and rollout of graphic assets for advertising campaigns.
- Creation and production of visual content for social media.

Junior Designer | Serra Publicidade — Nova Friburgo | 2013 — 2014

- Development and adaptation of layouts for e-commerce internal pages.
- Creation of graphic materials for online stores, including promotional banners, ads, and newsletters.
- Production of visual assets for social media.

Intern | Friweb — Rio de Janeiro | 2013

- Development and adaptation of layouts for e-commerce internal pages.
- Creation of graphic materials for digital environments, such as banners, ads, and newsletters.
- Editing and retouching of images for advertising assets, promotional materials, and digital publications.

EDUCATION

Bachelor's Degree in Advertising | 2015 — 2019

UNESA, Rio de Janeiro

COURSES AND EXTENSION PROGRAMS

Fashion History | CEVEST
Fashion Design | CEVEST
Infinity Branding | Brandster
Figma | EBAC
Applied Branding | Laje Ana Couto
Cover Design with Giovanna Cianelli | Seiva

SKILLS, TOOLS, AND LANGUAGES

Skills

Visual Identity
Art Direction
Social Media Design
Key Visuals

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Figma

Languages

English: Fluent