HELLO, I'M SABRINNAH

A FREELANCE GRAPHIC DESIGNER AND ART DIRECTOR WHO CREATES VISUAL EXPERIENCES THAT BRING BRANDS TO LIFE.



(BASED IN BRAZIL) (OPEN FOR WORK) (HELLO@SABRINNAH.COM)

WORKS.

A CURATED SELECTION OF MY RECENT WORKS

01 TEMBICI MERCH (05)
CREATIVE CONCEPT — 2024

02 AMO (08)
VISUAL IDENTITY — 2022

03 Igreja Santo Inácio (11)
VISUAL IDENTITY — 2023

04 CARTÃO TEM+ (14)
CREATIVE CONCEPT — 2024

05 Dote Deli (18)
VISUAL IDENTITY — 2025

06 GOHAIR (21)
VISUAL IDENTITY — 2026

07 CASA BRANDIELE (23)
VISUAL IDENTITY — 2025

08 Primazia (27)
VISUAL IDENTITY — 2023

09 TEMBICI MOBILITY CAMPAIGN (31)
CAMPAIGNS — 2024

10 KAISAN + MUSA (34)
CAMPAIGNS — 2026

11 GRINGO RJ LAUNCH (36)
CAMPAIGNS — 2022

MADE BY SABRINNAH LEARDINI © 2026

ABOUT ME.



I’m a graphic designer based in Rio de Janeiro with a background in Advertising and over 10 years of experience in the creative field. Since 2014, I’ve worked with brands of all sizes and industries, from big names to smaller projects which shaped my versatility and creative approach.

I’ve had the chance to work inside agencies, in-house teams, and as a freelancer, giving me a broad perspective on how design lives across different contexts. I’m passionate about creating and driven by ideas, always looking for fresh, visually engaging ways to bring brands to life.

(CORE SKILLS)

- Visual Identity
- Art Direction
- Social Media Design
- Key Visuals

(TOOLS)

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Figma

(BRANDS I’VE WORKED WITH)

asmodee · btg pactual · GRINGO · itaú · DESAFIO BRASIL · L’ÉTAPE BRASIL by TOUR DE FRANCE · nu · tembici · TOYOTA

SERVICES.

(01)

Visual Identity

Creation of complete brand identities with strategy, concept, and consistency. Development of logos, visual systems, typography, color palettes, and brand applications. All designed to build a strong, memorable and cohesive presence across every touchpoint.

(DELIVERABLES)

LOGO — BRANDING — TYPOGRAPHY

(02)

Social Media Design

Development of visual identity for social media and creation of content aligned with the brand positioning. From visual guidelines to daily assets, ensuring consistency, aesthetics, and brand expression.

(DELIVERABLES)

VISUAL IDENTITY — TEMPLATES — POSTS — STORIES — MOTION

(03)

Key Visual (KV)

Creation of visual concepts for campaigns, launches, and communication initiatives. Development of Key Visuals with adaptations for multiple formats, ensuring impact, consistency, and strong brand recognition across all assets.

(DELIVERABLES)

CREATIVE CONCEPT — KEY VISUAL — CAMPAIGNS

(AVAILABLE FOR FREELANCE PROJECTS WORLDWIDE)

(HELLO@SABRINNAH.COM)

MADE BY SABRINNAH LEARDINI © 2026

TEMBICI MERCH



A merchandising and gift line designed to delight Tembici customers and bring the brand into their everyday lives and the urban scene.

(CLIENT)

TEMBICI

(ROLE)

Art Director

(YEAR)

2024

(CATEGORY)

Creative Concept

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

How can a bike-share brand become a natural part of its users' everyday lives, creating connections that go beyond mobility and embedding itself in the cultural DNA of the city?

(THE SOLUTION)

We created a playful merchandise ecosystem that allows riders to express their own personality. From stickers that can be applied to bikes and personal belongings to accessories and wearable items, every touchpoint encourages self-expression and a sense of belonging.

By extending beyond the ride itself, Tembici becomes part of riders' everyday lives and identities. As users naturally incorporate the brand into their routines, they become advocates, amplifying its presence throughout the city. In this way, Tembici moves beyond a mobility service and becomes a visible, living part of the urban culture.

MADE BY SABRINNAH LEARDINI © 2026









MADE BY SABRINNAH LEARDINI © 2026

AMO



The development of AMO’s visual identity, translating innovation into a distinctive and impactful brand experience.

(CLIENT)

AMO Internet

(ROLE)

Art Director

(YEAR)

2022

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





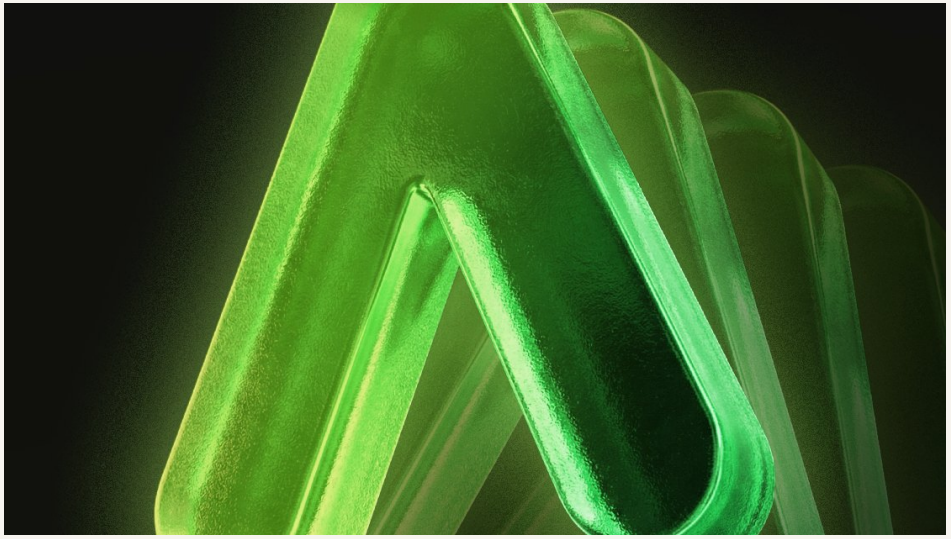
(THE CHALLENGE)

How to position a newly created company born from the merger of well-established market leaders, while building a strong image of innovation, evolution, and forward momentum.

(THE SOLUTION)

We created a short, simple, and impactful name: AMO, supported by a logo that mirrors this strength through a clean, bold, and highly versatile form. The use of green sets the brand apart from competitors, creating clear differentiation while maintaining strong category recognition.

MADE BY SABRINNAH LEARDINI © 2026





MADE BY SABRINNAH LEARDINI © 2026

IGREJA SANTO INÁCIO



A comprehensive visual identity refresh for Igreja Santo Inácio, one of Rio de Janeiro's most iconic Jesuit churches.

(CLIENT)

Igreja Santo Inácio do Rio de Janeiro

(ROLE)

Art Director

(YEAR)

2023

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

How to update the visual presence of a deeply respected religious institution without losing its sacred weight.

(THE SOLUTION)

The logo translates the church’s iconic façade into a modern and elegant symbol that reflects its history, strength, and enduring legacy. A refined serif typeface supports the brand’s communications, while a palette enriched with warm secondary tones evokes a welcoming and spiritually uplifting atmosphere.

MADE BY SABRINNAH LEARDINI © 2026









MADE BY SABRINNAH LEARDINI © 2026

CARTÃO TEM+



Creative concept for Tembici Tem+, an exclusive card with benefits created for selected Tembici and Bike Itaú users.

(CLIENT)

TEMBICI

(ROLE)

Art Director

(YEAR)

2024

(CATEGORY)

Creative Concept

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

Create a card program that provides a tangible product with clear differentiation and meaningful benefits.

(THE SOLUTION)

We developed a premium card packaging solution featuring an easy-open structure and a visual identity inspired by the brand’s core assets. The card design incorporates key brand elements and premium finishing details, creating a refined and elevated experience. The layout was designed as a flexible system, easily adaptable across the brand’s different fronts, including Tembici, Tembici Tem+, and Bike Itaú.

MADE BY SABRINNAH LEARDINI © 2026


Um presente para
você, que é um
cliente especial


tembici tem+
XX000000
tembici tem+


mais um jeito
para você liberar
a sua bicicleta


bike Itaú
tembici
Para ativar seu cartão, siga os seguintes passos
1) Baixe o aplicativo bike Itaú no seu celular;
2) Abra o menu e ative o cartão;
3) Compre um plano caso ainda não tenha;
4) Pronto! Agora é só inserir o seu cartão ao lado da bicicleta que você quer liberar e pedalar pela cidade.
Dúvidas? Acesse o site:
bikeitau.com.br
tembici
bike Itaú


mais um jeito
para você liberar
a sua bicicleta


tembici
Para ativar seu cartão, siga os seguintes passos
1) Baixe o aplicativo bike Itaú no seu celular;
2) Abra o menu e ative o cartão;
3) Compre um plano caso ainda não tenha;
4) Pronto! Agora é só inserir o seu cartão ao lado da bicicleta que você quer liberar e pedalar pela cidade.
Dúvidas? Acesse o site:
bikeitau.com.br
tembici

DOTE DELI



Visual identity for a Rio-based sandwich delivery service that brings the authentic 'carioca da gema' boteco culture straight to your door.

(CLIENT)

Dote Deli

(ROLE)

Art Director

(YEAR)

2025

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

How to translate the warm, chaotic, and loud experience of a classic Rio boteco into a modern digital delivery brand. We needed to make customers feel like they are sitting at a yellow Skol plastic table on the sidewalk, enjoying the bohemian life without leaving their homes.

(THE SOLUTION)

We developed a visual identity deeply inspired by Rio de Janeiro's iconic boteco culture. The symbol reinterprets the famous Copacabana promenade pattern and the rhythm of the ocean waves through a contemporary graphic language, while the typography draws from the city's rich Art Deco heritage. A color palette inspired by traditional Portuguese tiles reinforces the brand's connection to Rio's cultural roots.

MADE BY SABRINNAH LEARDINI © 2026



MADE BY SABRINNAH LEARDINI © 2026

GOHAIR



The proposed visual identity for GOHAIR focused on communicating treatment performance and innovation.

(CLIENT)

GOHAIR

(ROLE)

Art Director

(YEAR)

2026

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

How to position a haircare brand in a highly competitive market by highlighting its scientific credibility and treatment effectiveness for a niche high-end audience.

(THE SOLUTION)

We developed a visual identity proposal that reflected GOHAIR’s clinical approach and high-performance results. The visual language balanced precision and care, creating a modern and distinctive brand designed to communicate trust, innovation, and confidence.

MADE BY SABRINNAH LEARDINI © 2026

CASA BRANDIELE



Visual identity for a high-end home decor brand blending exclusive design objects with European-crafted urns.

(CLIENT)

Casa Brandiele

(ROLE)

Art Director

(YEAR)

2025

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





(THE CHALLENGE)

How to position a high-end home decor brand that combines exclusive design pieces and urns made in Europe, conveying refinement, uniqueness, and emotional value.

(THE SOLUTION)

We developed an elegant and timeless identity that reflects the brand’s premium positioning. The visual language highlights exclusivity and sensibility, creating a distinctive presence that communicates design, quality, and meaningful sophistication.

MADE BY SABRINNAH LEARDINI © 2026


CASA BRANDIELE
CONTEMPORÂNEA
CASA BRANDIELE
CASA BRANDIELE


JANE LAURA DOE
123 Main
Square
London - UK
02 343 98 238
CASA BRANDIELE


CASA BRANDIELE


CASA BRANDIELE







MADE BY SABRINNAH LEARDINI © 2026

PRIMAZIA



Visual identity for Primazia, expanding a 10-year legacy in digital certification into a comprehensive hub for smart corporate solutions.

(CLIENT)

Primazia

(ROLE)

Art Director

(YEAR)

2023

(CATEGORY)

Visual Identity

MADE BY SABRINNAH LEARDINI © 2026





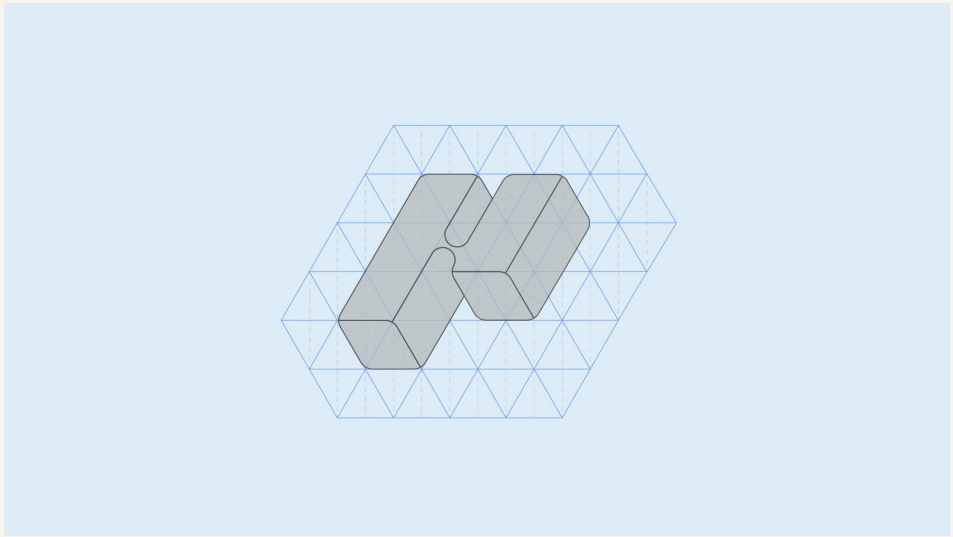
(THE CHALLENGE)

Evolving the brand from a niche digital certificate provider to a broader tech partner offering diverse services—like digital signatures, queue management, and solar energy sharing—without losing the trust built over 10 years.

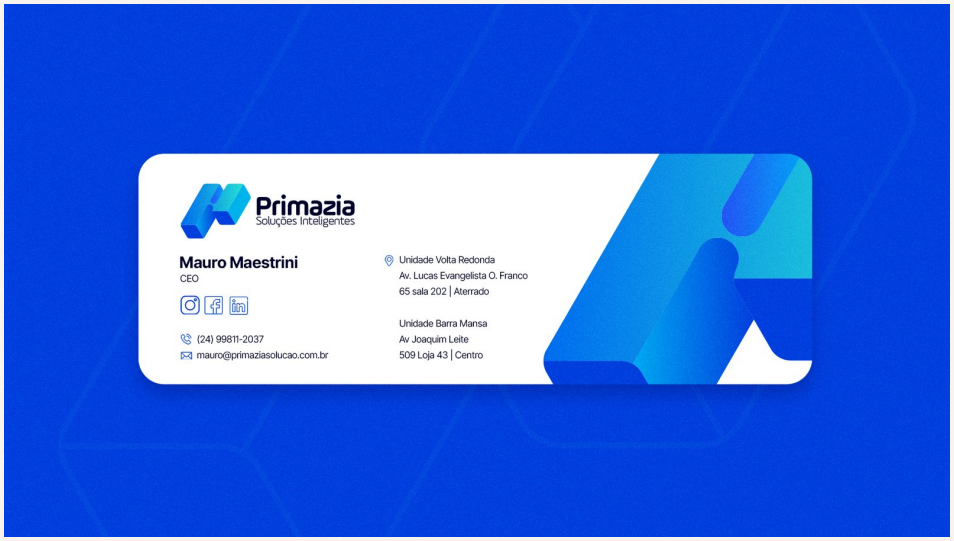
(THE SOLUTION)

The visual identity was built with elements that convey seriousness, movement, and results, utilizing a modern color palette and dynamic symbols to reflect their technological efficiency and forward momentum.

MADE BY SABRINNAH LEARDINI © 2026




Primazia
Soluções Inteligentes
"Tecnologia para o sucesso do seu negócio"


Primazia
Soluções Inteligentes
Mauro Maestrini
CEO
(24) 99811-2037
mauro@primaziasolucao.com.br
Unidade Volta Redonda
Av. Lucas Evangelista O. Franco
65 sala 202 | Aterrado
Unidade Barra Mansa
Av Joaquim Leite
509 Loja 43 | Centro


Tecnologia para o
sucesso do seu negócio



MADE BY SABRINNAH LEARDINI © 2026

TEMBICI MOBILITY CAMPAIGN



Visual identity and key pieces for Tembici's 'Quando o Trânsito Para' campaign, created for Brazil's National Traffic Day.

(CLIENT)

TEMBICI

(ROLE)

Art Director

(YEAR)

2024

(CATEGORY)

Campaigns





(THE CHALLENGE)

How to show the benefit of alternative transport in a city dominated by traffic — making the contrast between being stuck in a car and moving by bike immediate and relatable.

(THE SOLUTION)

We built the campaign around the line '_quando o trânsito para a bike continua', contrasting the blur and congestion of traffic with the freedom of the rider. Visuals keep the bike — and Tembici's orange — moving while the city stands still, and were adapted into key pieces for the campaign.

MADE BY SABRINNAH LEARDINI © 2026





MADE BY SABRINNAH LEARDINI © 2026

KAISAN + MUSA



A fitness lifestyle campaign by KAISAN in partnership with MUSA Café, set against the landscapes and beaches of Rio de Janeiro.

(CLIENT)

KAISAN + MUSA

(ROLE)

Art Director

(YEAR)

2026

(CATEGORY)

Campaigns





(THE CHALLENGE)

How to bring two brands together into a single campaign identity that feels natural in Rio’s landscapes and speaks to a fitness lifestyle audience, while keeping the MUSA community at the center.

(THE SOLUTION)

We developed the campaign identity around a stellar ’movi mento’ mark and the ’Feito para Musas’ tagline, with warm typography and a palette that blends into the beach setting. The system was extended across key visuals and activation pieces, putting women moving together at center stage.

MADE BY SABRINNAH LEARDINI © 2026

GRINGO RJ LAUNCH



Launch campaign for GRINGO's arrival in Rio de Janeiro, created as a key visual and rolled out across out-of-home media in the city.

(CLIENT)

GRINGO

(ROLE)

Art Director

(YEAR)

2022

(CATEGORY)

Campaigns





(THE CHALLENGE)

How to introduce GRINGO to Rio in a way that feels local and welcoming, landing in one of the world's most iconic cities while staying true to the brand's friendly, everyday positioning.

(THE SOLUTION)

We created a key visual that places GRINGO within the carioca landscape, using its blue wave pattern and warm, conversational copy to speak directly to Rio drivers. The campaign was rolled out across out-of-home media, including LED panels on the streets, making the launch impossible to miss.

MADE BY SABRINNAH LEARDINI © 2026


GRINGO
o melhor amigo
do motorista
Faça como milhões de
motoristas e aproveite
as vantagens.
BAIXE GRÁTIS
DISPONÍVEL NO Google Play
Baixar na App Store
BRASIL
BR


GRINGO
o melhor amigo
do motorista
O Gringo chegou
nas pistas do Rio
pra simplificar a
sua vida!


GRINGO
o melhor amigo
do motorista
Faça como milhões de
motoristas e aproveite
as vantagens.
BAIXE GRÁTIS
DISPONÍVEL NO Google Play
Baixar na App Store

SAY HELLO.

Have a project in mind or just want to chat? I'm always open to new opportunities and creative collaborations.

(EMAIL)
hello@sabrinnah.com

(WEBSITE)
sabrinnah.com

(INSTAGRAM)
@sabrinnahl

(LINKEDIN)
/in/sabrinnah-leardini

(WHATSAPP)
+55 22 98166-0698

(MADE BY SABRINNAH LEARDINI © 2026)