

TIAGO OLIVEIRA

CREATIVE DIRECTOR | ART DIRECTOR | A.I. CREATIVE

Stockholm, Sweden | www.tiagois.me | hello@tiagois.me

PROFESSIONAL SUMMARY:

Creative and strategic leader with almost 20 years of experience in global advertising agencies and in-house teams across Europe, Latin America and Middle East. Expertise in content design, brand development, and leading cross-functional creative teams. Proven ability to deliver high-impact work across digital, social media, experiential, and traditional media. Passionate about innovation, AI-powered creativity, and crafting customer-centric solutions.

CORE COMPETENCES

- Creative Direction & Leadership
- Content & Brand Strategy
- A.I. Enhanced Creative Solutions
- Digital & Social Media Campaigns
- Cross-Platform Content Design
- UX/UI & Experience Design
- Project Management
- Team Development & Mentoring

TECHNICAL SKILLS

- **Design Tools:** Photoshop, InDesign, Illustrator, Figma, Sketch, Premiere, After Effects
- **AI Tools:** ChatGPT, Midjourney, Ideogram, Higgsfield, Eleven Labs, HeyGen, Runway, TopazLabs, Google Gemini, Seedance and Adobe Photoshop.
- **Productivity Tools:** Trello, Miro
- **Specialties:** Art Direction, Strategy, UX/UI, Social Media, Print & Layout, Branding, Video Editing.

EDUCATION

Hyper Island
Leading Teams (Online Course) | 2021 – 2022 | Stockholm, Sweden

IED – Istituto Europeo di Design
Creative & Art Direction | 2005 – 2009 | Spain & Italy

Università degli Studi di Milano
Language Mediation & Intercultural Communication | 2002 – 2004 | Milan, Italy

UFRJ – Fine Arts School
Bachelor in Sculpture | 2000 – 2002 | Rio de Janeiro, Brazil

LANGUAGES

Portuguese (Native)
English, Spanish, Italian (Professional Proficiency)
Swedish, Catalan (Fluent)

AWARDS

El Ojo de Iberoamérica – Film Shortlist, 2011

Art Director's Club Italy – Gold (Outdoor & Print),
Bronze (Guerrilla), 2008

PROFESSIONAL EXPERIENCE

H&M Global Head Office – Global Creative Lead – Experience Design
Stockholm, Sweden | Sep 2022 – current

- Led global customer experience design initiatives.
- Developed and prototyped new store concepts.
- Directed photo/video shoots and creative campaigns.
- Integrated AI tools in design and concept creation.

The Absolut Company – Senior Creative Art Director
Stockholm, Sweden | Feb 2022 – Aug 2022

- Led digital campaigns and concept development.
- Delivered client presentations and social media content.
- Art direction and design execution.

Spruce – Creative Director
Stockholm, Sweden | Nov 2021 – Feb 2022

- Oversaw creative strategy and team leadership.
- Managed budgets and project timelines.
- Led pitches and client presentations.

Epidemic Sound – Growth Creative Strategist
Stockholm, Sweden | Mar 2021 – Sep 2021

- Created brand assets and social performance ads.
- Collaborated with CRM and SEO teams.
- Directed video production from concept to post.

The Amazing Society – Senior Art Director
Stockholm, Sweden | Feb 2017 – Feb 2021

- Developed social and digital content strategies.
- Close collaboration with CRM/SEO/Media teams for paid Social Ads.
- Directed creative shoots and edited content.
- Led pitch presentations and client relationships.

Additional Experience

Roles in Brazil, Italy, and Qatar (Senior Art Director & Freelance) with Adabisc Future, Geometry Global, Epigram, and Armando Testa. Specialized in branding, Art Direction, Video creation and editing, and Digital Design.