

Tiago Oliveira

CREATIVE DIRECTOR
ART DIRECTOR
CREATIVE LEAD

HEJ! I am a Brazilian/Swedish Creative passionate about fashion, arts, tech and the digital world.

Looking for new experiences and challenges wherever they are.

SKILLS

Tools

Photoshop
InDesign
Illustrator
Premiere
After Effects
Miro
Trello

Personal

Passionate
Proactive
Creative
Team player
Leader
Hands on
Problem solver
Positive attitude

Practical

Concept Creation
Creative Development
Strategy
Art Direction
Creative Direction
Leadership
Digital Strategy
Print & Layout Design
Project Management
Brand Strategy

INTERESTS

Music Innovation
Fashion Arts
Tech Gaming

EXPERIENCE

SEP 2022 - CURRENT

STOCKHOLM, SWEDEN

Global Creative Lead - Experience Design

H & M - GLOBAL OFFICE

Creative holistic view over the customer experience journey at H&M stores on a global level. Some of the responsibilities are: new prototypes projects, partnerships/collaborations, Creative Direction on shootings, concept store projects and concept strategies, project lead among others.

FEB 2022 - AUG 2022

STOCKHOLM, SWEDEN

Senior Creative Art Director

THE ABSOLUT COMPANY

The main responsibilities were Art Direction; Design; Concept Creation; Digital Strategy; Pitch and Client presentations for Absolut Vodka, Kahlúa and Malibu.

NOV 2021 - FEB 2022

STOCKHOLM, SWEDEN

Creative Director

SPRICE

Overall responsibility for ongoing projects at a high creative level. Creative Budget; Client Meetings; Concept Development; Art Direction; Responsible for leading, stimulating and engaging the creative team.

MAR 2021 - SEP 2021 (TEMPORARY)

STOCKHOLM, SWEDEN

Growth Creative Strategist

EPIDEMIC SOUND

Had as responsibilities work with its Branding and creative solution for the company business growth. Also worked as Creative Director for a project for Performance Ads Videos. Responsible of keep branding and quality from pre production, shooting and post production.

FEB 2017 - FEB 2021

STOCKHOLM, SWEDEN

Senior Art Director

THE AMAZING SOCIETY

As main responsibilities were Art Direction; Design; Concept Creation; Digital Strategy; Pitch and Client presentations; Video Editing; Direct shootings.

MAY 2016 - DEC 2016

DOHA, QATAR

Senior Art Director

ADABISC FUTURE QATAR

The main responsibilities were Art Direction; Design; Concept Creation; Digital Strategy; Pitch and Client presentations.



→ EXPERIENCE CONTINUED

MAR 2013 - MAY 2016

SAO PAULO, BRAZIL

Freelance Senior Art Director

I worked as Freelance Art Director for few agencies all kinds, from traditional, BTL/POP and digital ones (see below) during the period between 2013 and 2016.

EPIGRAM BRAND UNION

THE MARKETING STORE WORLDWIDE

ADAG COMUNICAÇÃO

OCT 2010 - MAR 2013

SAO PAULO, BRAZIL

Art Director

GEOMETRY GLOBAL - WPP GROUP

A WPP's end-to-end Creative Commerce Agency. There I worked with Concept Creation, Concept Development and Art Direction in Print, BTL and Film for some of Brazilian biggest clients such as Veja, Lupo and Souza Cruz (BAT).

2006 - 2008

TURIN, ITALY

Jr. Art Director

ARMANDO TESTA

Armando Testa is the largest Italian advertising group with offices in Italy, USA and in the main European markets. There I had the opportunity to start my career, work with big clients such as Lavazza, Lancia, Fiat, ESPN among others.

EDUCATION

MAR 2021 - JUN 2021 (ONLINE)

STOCKHOLM, SWEDEN

Leading Teams Course

HYPER ISLAND

Course to learn how to work better together with the team by being more effective in reaching goals. To get the modern tool belt for culture, collaboration, and leading teams in times of change and complexity.

2006 - 2009

BARCELONA, SPAIN/ TURIN, ITALY

Advertising: Art Direction & Copywriting

IED - ISTITUTO EUROPEO DI DESIGN

The course prepares the professional figures of the Art Director and Copywriter to be able to start working from the classic agency role to external consultants for companies or freelancers.

2002 - 2004

MILAN, ITALY

**Language Mediation
and Intercultural Communication**

UNIVERSITÀ DEGLI STUDI DI MILANO

The course aims to provide in-depth knowledge of two languages and cultures which can be chosen between 14 options, combined with sound skills in the fields of economics, law and social science to prepare graduates for careers in international cooperation, business, public and international relations.

2000 - 2002

RIO DE JANEIRO, BRAZIL

Sculpture - School of Fine Arts

UNIVERSIDADE FEDERAL DO RIO DE JANEIRO

The course forms undergraduate students with artistic, conceptual, and technical competence to work with three-dimensional configuration languages in procedures that involve from clay to cybernetic virtual space.

LANGUAGES

Portuguese	NATIVE
English	PROFESSIONAL PROFICIENCY
Swedish	INTERMEDIATE
Spanish	PROFESSIONAL PROFICIENCY
Italian	PROFESSIONAL PROFICIENCY
Catalan	INTERMEDIATE

ACHIEVEMENTS

2011

BUENOS AIRES, ARGENTINA

Shortlist - Film

VEJA FOR IPAD

El Ojo de Iberoamerica

2008

MILAN, ITALY

Gold - Outdoor & Print

ESPN CLASSICS

Art Director's Club - Italy

2008

MILAN, ITALY

Bronze - Guerrilla

SAN PATRIGNANO

Art Director's Club - Italy

PERSONAL PROJECTS

2018 - 2020

Dadding

STOCKHOLM, SWEDEN

YOUTUBE CHANNEL & PODCAST

I had a personal project about parenting. A youtube channel and podcast called 'Dadding' where I talked about the experience of being a dad trying to show the father's perspective with the goal of helping other men to be better fathers, better partners and better men. Including myself. But sadly (for different reasons) I had to stop it.