

AMARAL André

31.100 Treviso, TV

Italy

Tel : +39 392 6221173

E-mail : andre@andreamaral.com

URL : www.andreamaral.com

25 years old

André Amaral is a brazilian/german art director with direct experience in art direction, photography, interaction design, and programming. He graduated in Communications at ESPM (Escola Superior de Propaganda & Marketing) in São Paulo, Brazil, during which he attended seminars on art direction and project planning/funding for cultural projects. His graduation project was based on the creative and financial consolidation of an underground performing arts group.

His work history started fairly early and combines experiences in network agencies, internal design works for global companies, small web design shops, contributing editor to local newspapers, account services and NGO web design collaboration. He has won awards in festivals such as One Show, New York, Webby Awards, El Ojo de Iberoamérica, London, ABP, El Sol, Wave, Young Guns, Colunistas and CCSP.

André is currently a grant holder as art director and interaction designer at Fabrica in Treviso, Italy.

Work experience

2009+	Art Director/Interaction Designer - Fabrica/Benetton - www.fabrica.it (Treviso, Italy)	andyc@fabrica.it
2007-2009	Art Director - DM9DDB - www.dm9.com.br (São Paulo, Brazil)	jandery@dm9ddb.com.br
2006-2007	Graphic Designer - IBM - www.ibm.com/br (São Paulo, Brazil)	dani@br.ibm.com
2005	Account Assistant - JWT - www.jwt.com.br (São Paulo, Brazil)	luciana.rodrigues@jwt.com
2004	Communications Editor - ESPM School - www.espm.br (São Paulo, Brazil)	lfgarcia@espm.br
2003-2004	Web/Graphic Designer - Universidade Solidária - www.unisol.org.br (São Paulo, Brazil)	(extinct)
2000-2001	Web Designer - Faroldigital - www.faroldigital.com (Goiânia, Brazil)	(extinct)
1999	Contributing Editor - O Popular Newspaper - www.opopular.com.br (Goiânia, Brazil)	internet@ojc.com.br

Clients > Projects > Media

United Colors of Benetton

Web/Print/OOH

IBM Brasil (Servers)

OOH/Web/Direct marketing

Telefónica S.A

Print/Web/Collateral

Ambev (Sukita)

Print advertising

Itaú (Bank)

Print/Collateral

Terra (Web Portal)

Print/Web advertising

Friboi (Minuano)

Product Placement

Johnson&Johnson (Sundown)

Print/Web/Product Placement

Varig (Airlines)

OOH/Guerilla

Henkel (Super Bonder)

Print/Outdoor advertising

Sadia (Hot Pockets)

Print/Packaging

Whirlpool (Brastemp)

Print/Web/OOH/Collateral

Honda Motorcycles

Print/Web/Collateral

Tok&Stok (Furniture)

TV/Print advertising

Whirlpool (Consul)

Print/Web/OOH/Collateral

Education

2006	Bachelor in Communications - ESPM (Escola Superior de Propaganda & Marketing) - São Paulo, Brazil	lfgarcia@espm.br
2002	Clear Brook High School - Foreign Exchange Student Program - Friendswood, Texas, USA	sschultz@ccsid.net

Languages

English	Fluent (foreign exchange student in the United States)
Portuguese	Fluent (mother tongue)
Italian	Intermediate
Spanish	Intermediate
French	Beginner

Software Skills

OS	MacOS, Windows
CAP/CAD	Adobe InDesign, Apple Keynote, Microsoft Office (incl. Powerpoint)
Imagery	Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Internet	Adobe Flash, Adobe Dreamweaver, Wordpress
Languages	XHTML/XML, CSS2/CSS3, PHP, MySQL, Javascript, ActionScript 3,
API	openFrameworks, Processing, Arduino, Twitter, Facebook
3D modeling	Cinema4D, ZBrush, Poser, Google SketchUp
Video	Adobe After Effects, Final Cut Pro
Audio	Propellehead Reason, Logic Pro, GarageBand, Traktor

Awards & Features

2009	Bronze at 2009 London Awards - Intel Screensavers Race Gran Prix at XII El Ojo de Iberoamérica - Tok&Stok Take your Time Gold at El XII El Ojo de Iberoamérica - Intel Screensavers Race 3 silvers at Colunistas Brazil - Intel Screensavers Race, WWF Natural Selection, Brastemp Purity Silver at New York Festivals - Intel Screensavers Race Shortlist at 56th Cannes Festival Cyber - Intel Screensavers Race Two Merits at 2009 One Show Interactive - Intel Screensavers Race Gold at Wave Festival - Cia Athletica Bench Press Silver at 2009 FIAP - Intel Screensavers Race Silver at El Sol - Intel Screensavers Race Bronze at 34th Creative Club of São Paulo - Intel Screensavers Race Finalist at 2009 Prêmio Abril - Honda Dia dos Pais Shortlist at 2009 FIAP - Maratón Jóvenes Creativos - Brazilian representative - Buenos Aires, Argentina People's Choice Winner at 13th Webby Awards - Intel Screensavers Race Acceptance at FABRICA's Interactive department, Benetton communications research center - Treviso, Italy
2008	Bronze at XI El Ojo de Iberoamérica - Terra We Have it All Finalist at 2008 Young Guns Award - Terra We Have it All Shortlist at 55th Cannes Festival Cyber - Terra We Have It All
2007	Brazilian representative at Roger Hatchuel Academy (54th Cannes Advertising Festival) - Cannes, France
2006	Winner at V Ricardo Ramos Award for Best Art Direction portfolio - ESPM School - São Paulo, Brazil

Lectures & Seminars

2009	Two work presentations at Fabrica - Treviso, Italy
2008	Guest at Graduation's creative minor lecture - ESPM School - São Paulo, Brazil AKQA Future Lions Student monitoring - ESPM School - São Paulo, Brazil

Exhibitions

2009	Stock Exchange of Visions at Colors of Money - Carré Rotondes - Luxembourg
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Publications

2009	Terra We Have it All at Crema Latin America 2008 - Adlatina
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Memberships

2008	Young Professional - Art Directors Club of NY
2004	Young Associate - Creative Club of São Paulo

BIOGRAPHY

1. I've already killed two snakes during my lifetime.
2. My life dream is to rent a house for a month on a far away beach and drink rum, eat fish and read nothing but Henry Miller and Bukowski until I miss civilization (and wife).
3. When I was close to retiring from swimming, I'd count all the pool tiles in my lane, then multiply by the name of rows in the pool, then add the ones in the four walls to get to the exact number of tiles. Then I would separate the whites from the blacks.
4. I once took 4 days to layout a little tile spread. The following day I had to layout a double-page spread in 26 minutes.
5. I have seen snow three times in my life. None of these times, it had enough snow for me to make a snowman.
6. I buy moleskines because I feel like an artist when I am with them. And the marketing people that sells them know this too.
7. I once burned my neighbor's house by mistake.
8. I once went kayaking into open ocean, drunk, alone, and at night.
9. When I sleep with the window open, my throat is always sore the next day.
10. I have memorized all the lines in Tony Scott's "Spy Game". If I wasn't into art direction and photojournalism, I'd wanna be in the spying business (I already have two passports).
11. I like rodeos.
12. When I was a little child, my uncle would pick me upside down and make me walk on the roof. I loved it.
13. I still haven't lost a close relative, and sometimes I wonder how that's going to be like.
14. When I was an exchange student in the US, I had a midnight curfew. So, whenever I went out, I would go back into the house, say goodnight to my host family and sneak out my bedroom window.
15. I have trouble coping with the law when I drink.
16. After Cannes advertising festival ended, I was this close to being invited to have a seating dinner in the 18-room yacht of a London investment banker guy.
17. Writer, Art Director, DJ, Photographer, Painter, Porn Star. I'd love for this words to appear under my name if I made it to TV one day.
18. I already met the person that I am gonna grow old with. Or did I?
19. Infinite camera batteries, self-cleaning clothes, teletransportation. These are the innovations I root for in the next 25 years.
20. As I am writing this, my hot neighbor is coming out of the bath again. She's gorgeous.
21. I feel a strange urge to change my career and my entire life every one year and a half, or so.
22. "Tiradentes, Brazil". "Murano, Italy". "Piran, Slovenia". "Chester, UK". "Água Limpa, Brazil". Google Earth these and see my favorite hiding places in the world so far.
23. When bombs started falling at the Gaza Strip, I felt a gut desire to be there with a camera. Odd.
24. If I could choose my old age mental disorder, it would be to collect and save anything and everything.
25. Out of wisdom for the last line.