Lucas Augusto (Vinco)

Art Director & Brand Strategist · Generative AI

CONTACT

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PROFILE

Art director and brand strategist with 8 years across agencies and in-house teams, building brands and launch campaigns that sell. Led creative for high-end real estate launches totaling BRL 120–150M in GDV and 6,000+ qualified leads, with generative AI built into production as a business tool.

EXPERIENCE

Art Director & Brand Strategist · Ticem Realty
Aug 2024 – present · Employee of the Year 2024, awarded at 4 months

- Lead creative for 3 high-end launches totaling BRL 120–150M in GDV, plus 10+ developments in sales
- 6,000+ qualified leads across two launches; one hit 90% sold in 7 months, the latest 70% in its first months
- Built an in-house generative AI workflow that elevates official renders with new angles, textures and lighting and turns them into animated videos; 150+ images delivered in hours instead of weeks
- Replaced an external developer by building landing pages and sales funnels for 5 developments in-house

Senior Brand Designer · Grupo MM
Feb 2023 – Aug 2024

- Helped double average revenue per launch while cutting marketing operating costs by 40%
- Founding member of the first in-house marketing team, replacing the agency; reported to the Sales Director
- Planned the company's first organic content strategy, more than doubling video views

Design Intern → Brand Designer → Creative Coordinator · Conecta Marketing em Saúde
Oct 2021 – Nov 2022

- Co-led the agency's rebrand toward hospital networks, winning Vivalle and Hospital do Horto
- Created 40+ visual identities and brand guides for 35+ healthcare clients; 3 launches sold out at pre-sale
- Promoted to designer in 5 months, then to Creative Coordinator leading 2 designers, reporting to the CEO

Graphic & Production Designer → Creative Coordinator · Multicard Identificações
Apr 2020 – Aug 2021

- Cut delivery time by 50%, print errors by 60% and approval time by 80% by standardizing the order flow
- Promoted to Creative Coordinator leading 3 designers; KPI dashboards raised production efficiency by 40%
- Up to 5,000 ID badges a day for Embraer, SANY, Parker and Correios; grew Instagram by 2,000+ followers

HARD SKILLS

Art direction, Brand strategy, Brand identity, Brand guidelines, Creative direction, Creative leadership, Launch campaigns, Key visuals, Landing pages, Process optimization, Print production (prepress, CMYK), Motion design, Video editing, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma.

APPLIED AI

Generative AI for image and video (Midjourney, Nano Banana, Adobe Firefly, Photoshop Generative Fill, Veo 3, Kling, Runway, Higgsfield), AI architectural visualization, prompt libraries and style guides, node-based workflows (Magnific), AI audio (ElevenLabs, Suno), AI-assisted development (Claude Code, Lovable).

EDUCATION

Graphic Design
Universidade Paulista
2021 – 2023

Marketing Technician
ETEC Ilza Nascimento Pintus
2016 – 2019

SOFT SKILLS

Team leadership, strategic thinking, stakeholder communication, problem solving.

LANGUAGES

Portuguese (native), English (advanced).