HELLO, I AM

LEANDRO DOURADO

Creative & Art Director | Brand Strategy | Creative Leadership | Integrated Campaigns

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portfolio

ABOUT ME

Creative & Art Director with over a decade of experience shaping brand narratives, developing creative strategies and leading multidisciplinary teams across advertising, digital, content, design, and audiovisual production for global brands, like Embraer.

Blending artistic vision with a strong business mindset, I evolved into a strategic partner, bridging business stakeholders, creative agencies in Brazil and abroad, multidisciplinary teams and production houses to translate corporate goals into high-impact campaigns and distinctive brand positioning.

I combine storytelling, cultural relevance, and emerging technologies to create memorable work that resonates with audiences and delivers real impact. Driven by the belief that creativity must go beyond aesthetics, it tells a story, creates a connection, and makes a difference.

CORE COMPETENCIES

Creative & Art Direction | Brand Strategy & Development | Creative Strategy & Concept Development | Integrated Marketing Campaigns | Global Campaign Development | Commercial Aviation Marketing | Multidisciplinary Team Leadership | International Stakeholder Management | Agency & Partner Management | Creative Project & Production Management | Event & Experiential Marketing | Strategic Creative Partnerships | Brand Storytelling & Visual Communication | Visual Identity & Brand Consistency | Digital & Print Design | Audiovisual Production & Direction | Scriptwriting & Creative Development | Digital Content & Strategy

EXPERIENCE

SENIOR CREATIVE & ART DIRECTOR | Embraer (via Digital.WS) | 2024–2026

Promoted to a strategic partner and creative leadership role, overseeing art direction, campaign development, brand strategy and multidisciplinary projects within Embraer's Commercial Aviation business worldwide.

- Led end-to-end creative development of integrated marketing campaigns, brand initiatives, and global communication projects, from initial concepts to final execution.
- Acted as the main creative point of contact for Embraer Commercial Aviation, supporting visual communication and creative demands across its international offices.
- Orchestrated collaboration between internal multidisciplinary teams, creative agencies in Brazil and London and international stakeholders to deliver projects across different markets.
- Translated complex business goals into creative strategies, visual narratives and communication solutions aligned with brand positioning.
- Directed high-end audiovisual productions: managing from local setups in Brazil to international on-location shoots worldwide.
- Managed multidisciplinary creative and production teams across audiovisual projects, providing creative direction, guiding execution and ensuring quality and consistency from briefing through final delivery.
- Partnered with multiple external clients, adapting Embraer's creative solutions to their individual brand identities, guidelines, and business objectives.

SELECTED PROJECTS & ACHIEVEMENTS

- E-175E1 | Aspen Flight Test Video Campaign: Led creative development and directed the production of an international audiovisual campaign documenting the aircraft's high-altitude and cold-weather certification testing in Gunnison, Colorado. The YouTube documentary surpassed **2 million views**, while its Instagram teaser reached **51.6 million views.**

- E-Freighter | Bridges Brand Identity Campaign: Collaborated on the creative direction and development of a scalable visual identity system alongside Embraer's London agency, supporting global campaign applications. Also managed product photography development and audiovisual direction, ensuring consistency across campaign requirements.

- Mexicana | First E195-E2 Delivery Ceremony: Developed the creative concept, storytelling and art direction inspired by Mexican cultural identity. The concept was selected for the official aircraft delivery ceremony in Mexico, attended by the country's **president**.

ART DIRECTOR | Embraer (via Digital.WS) | 2021–2024
Worked as a creative and production interface between internal business teams and agencies, developing visual communication and audiovisual content for commercial aviation, marketing initiatives, and corporate projects.

- Developed creative concepts and visual solutions for integrated campaigns, digital and print communications, international events, executive presentations, and customer-facing materials.
- Coordinated internal stakeholders, creative agencies, designers and external production partners, ensuring alignment throughout creative development and execution.
- Managed audiovisual content development, including briefing, filming, photography, editing and production coordination.
- Created visual identities and communication materials for international events, executive presentations and commercial initiatives.
- Supported brand consistency and the application of visual guidelines across different communication channels and projects.
- Managed creative requests, workflows, priorities and deadlines through Salesforce.

SELECTED PROJECTS & ACHIEVEMENTS

- Accelerator Cards | Global Brand Experience: Collaborated on the visual direction and development of a collectible card system, introducing an interactive brand experience activated at Farnborough and Singapore Airshows.

- ABS Singapore | Global Brand Event: Coordinated approximately 20 creative deliverables across digital, print, motion design, and event communication, collaborating with international stakeholders and global office teams.

EARLIER EXPERIENCE
DESIGN INTERN → JUNIOR WEB DESIGNER | Certisign | 2018-2021
Progressed from a design internship to a Junior Web Designer role, eventually becoming the company's sole in-house designer, responsible for a wide range of internal creative and communication needs.

- Developed visual communication materials across digital and print channels, including internal campaigns, corporate presentations and events, training materials and institutional communications.
- Took an active role in audiovisual production, working across photography, filming, video editing and 2D motion graphics to support company initiatives.
- Worked closely with internal teams to understand communication needs, develop creative concepts and turn briefs into effective visual solutions.
- Managed multiple creative demands from briefing to delivery, balancing different formats, priorities and deadlines while maintaining visual consistency.

FREELANCE GRAPHIC DESIGNER | 2016–2018
Delivered branding, visual identity, graphic design and social media communication solutions for small businesses and individual clients.

- Managed client briefings, creative development, and project delivery.
- Developed visual concepts aligned with each client's objectives, positioning, and audience.

EDUCATION

POSTGRADUATE DEGREE IN GRAPHIC AND DIGITAL DESIGN | SENAC | 2022

BACHELOR'S DEGREE IN ADVERTISING & MARKETING COMMUNICATIONS | FECAP | 2019
Graduated with **Highest Academic Honors**, achieving the highest cumulative GPA in my graduating class, as the recipient of the Academic Merit Scholarship for all eight semesters, consistently ranking first in academic performance throughout the four-year program.

LANGUAGES

PORTUGUESE — NATIVE
ENGLISH — FLUENT | CAMBRIDGE ENGLISH: B2 OVERALL, C1 SPEAKING (FCE)
SPANISH — BASIC
ITALIAN — BEGINNER

TOOLS & PLATFORMS

Design & Creative Suite: Adobe CC (Photoshop, Illustrator, InDesign, Premiere, After Effects, Audition, Dreamweaver) | Procreate

Collaboration & Productivity: Microsoft 365 (Teams, PowerPoint, SharePoint) | Google Workspace (Docs, Meet,Drive)

Workflow & Management: Salesforce (Creative Workflow Ownership & Process Management) | Notion

AI & Emerging Technologies: Generative AI Workflows (OpenAI ChatGPT, Google Gemini, Microsoft Copilot, Embraer AI - MAIA)