

Augusto Peron

Graphic Designer / Motion Graphics / Video Editor

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SUMMARY

Experienced Graphic Designer (10+ years) with a keen understanding of movement and animation, an eye for good design, and the versatility to move between styles. Passionate about motion graphics and animation, with a strong background in graphic design, video editing, 2D & 3D compositions, UI animations, and storytelling. Proficient in Adobe tools, enabling quick and high-quality deliveries.

Recently was a main asset at the design and execution of online courses for Airbus Beyond, reaching 120,000 global employees and developing diverse instructional content that enhanced engagement. Experienced in collaborating with cross-functional teams to deliver impactful communication campaigns and exploring emerging technologies, such as generative AI, to innovate digital content. Proven track record in successfully managing design projects across multiple languages (English, Spanish, Portuguese).

PROFESSIONAL EXPERIENCE

Creative Designer

Airbus (Lisbon/PT - Toulouse/FR)

May 2024 - present

- Led the design and execution of online courses (Projects developed by Airbus Beyond, the educational arm of Airbus), reaching 130,000 global employees, as part of a mandatory training program. Developed diverse instructional content across mediums, including video, motion graphics, animations, interactive activities, and infographics.
- Collaborated closely with copywriters, account managers, and subject matter experts to brainstorm, develop, and deliver communication campaigns, including promotional materials for Airbus merchandising, enhancing brand visibility and employee participation.
- Explored and implemented emerging design trends and technologies, including generative AI, to innovate digital content and enhance user experiences, using Synthesia, Adobe Firefly, resulting in engaging learning materials and cutting-edge design solutions.

Graphic Designer / Motion Designer

Numa Stays (Berlin/Germany - Remote)

March 2022 - December 2023

- Contributed to the exceptional growth of the company's social media audience by 2500% as a key member of the brand team, enhancing brand awareness through strategic initiatives and creative campaigns.
- Produced a diverse range of compelling video assets for various projects and transformed raw images into engaging storytelling visuals for both large-scale advertising campaigns and smaller-scale projects.
- Created animated icons and transitions for the company's app, enhancing user experience and visual appeal, demonstrating proficiency in handling diverse multimedia projects, from conceptualization to execution.
- Developed in-room advertising videos to effectively communicate brand messaging and improve guest experience, as well as explainers and infographics to simplify complex concepts, ensuring clear and concise communication.

Graphic Designer / Art Director

D'Araujo Comunicacao (Florianopolis/Brazil - Remote)

March 2020 - February 2022

- Produced high-quality marketing visuals for prominent big Brazilian corporations spanning diverse sectors, including retail and technology, such as Dohler, Sebrae, Startup SC, Sicoob, among others, to elevate their brand presence.
- Developed creatives to boost ad campaigns for big tech conferences including Startup Summit 2021 and 2022, which gathered over 5000 on-site participants and 25000 online attendees.

- Oversaw the end-to-end process of crafting compelling social media content and advertisements for major brands, consistently achieving exceptional results within tight deadlines.
- Conducted the development of comprehensive motion graphics content for the agency and its clients, spanning social media campaigns, presentations, explainer videos, and training materials.

Owner / Managing Director

Gourmet Burger Market (Florianopolis/Brazil)

October 2012 - December 2019

With an entrepreneurial mindset and a dream in mind, founded and successfully operated a high-standard restaurant for almost 8 years.

- Led the development of the restaurant's brand, creating all visual assets for advertising purposes, and executing marketing strategies to enhance the restaurant's visibility and attract a diverse customer base.
- Managed administrative, financial, and human resources, overseeing recruitment, training, and staff development to maintain a high-performing team, as well as directed new product development to meet customer preferences and industry trends.

Freelancer Graphic Designer

(Dublin/Ireland)

March 2010 - February 2012

Developed and enhanced visual identities for hospitality brands, with a focus on hotels and restaurants in Dublin.

Co-founder / Director

Cafundo Estudio Criativo (Florianopolis/Brazil)

April 2008 - February 2010

- Established and co-led a pioneering design studio (www.cafundo.tv) specialized in innovative advertising animations, overseeing end-to-end project lifecycle from production direction to project management, demonstrating strong leadership and entrepreneurial skills.
- Led artistic and creative direction, utilizing expertise in 3D modelling, 2D/3D animations, motion graphics, video editing, and VFX to deliver high-quality and visually impactful content.

KEY SKILLS

- Proficient in Adobe Creative Suites (**After Effects, Illustrator, Photoshop, Premiere, Animate, InDesign**)
- Expertise in Graphic Design Principles, Typography, Layouting and Color Theory
- Motion Graphics
- Logo Design and Illustration
- Art Direction
- Videography and Photo Manipulation
- AI Generative tools (text, image and video)
- HTML / CSS
- Creative Problem-Solving

EDUCATION & CERTIFICATIONS

- **Animation techniques with 3D effects for After Effects** - Certificate
Domestika (Online), 2023
- **2D and 3D Animation with After Effects and Cinema 4D** - Certificate
Domestika (Online), 2023
- **Business / Advanced English** - Certificate
Modern Education Centre (Dublin/Ireland), 2012
- **Graphic Design** - Bachelor's degree
Federal University of Santa Catarina (Florianopolis/BR), 2007