Luiz Amorim

Creative Direction | Art Direction | Senior Creative

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Summary

I am a creative art director with over two decades of experience in multidisciplinary fields, driven by a passion for innovation and creativity. My career is a blend of traditional graphic design, marked by structured workflows, exceptional Adobe Suite skills, and a flair for online and offline creative concepts. Explored unconventional ideas, refreshing visuals via AI experimentation and creative coding, including interactive LED displays and compelling data visualisation.

Skills

- **Design & Creative Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, premiere, After Effects, XD, Express, Firefly), Motion Graphics, Visual identity & concepts, branding
- **Technical Skills:** Creative coding, processing, JavaScript (D3, P5), Intuiface, TouchDesigner, Data Visualization, AI
- **Interaction & User Interface:** Interaction design, UX/UI

Professional Experience

KPMG   LONDON | UK
Graphics & Visualisation Manager   APR 2022 - PRESENT

The KPMG Ignition, a business accelerator focused on facilitated events, filled with large interactive screens and auditoriums accommodating events ranging from 10 to 150 attendees. I overcame a challenge to create, oversee and deliver environment experiences and collateral for a range of events and marketing through technologies that hadn't exist or that hadn't been implemented. Some of the concepts I created includes:

- Created **visual and interactive experiences**, deploying digital and printed collateral, changing the way Ignition delivered events **from a low to a high tech** approach
- Developed custom software, automating time-consuming tasks, resulting **+90% of time saved for routine tasks** across the team
- Guarded and developed Ignition's brand across events, services and products, making a **global impact serving as a reference for +10 other countries**
- Developed **generative art**, meaning that 100% of the participants of selected events were able to experience, play and promote targeted generative art
- Accounted for data visualisation expertise across departments. Identified data duplications and delivered non-standard visualisations **increasing audience retention by 30%**
- Led and built an effective graphic design team, with more than 20 members including contractors, and in house agency. Through methods such as storyboarding, I increase graphics productivity significantly

Senior Art Director   JUL 2020
Art Director   JAN 2019

FACEBOOK   LONDON | UK
Senior Designer   SEPT - DEC 2018

KPMG   LONDON | UK
Creative Lead   AUG 2017 - SEP 2018
Senior Designer   JAN 2016 - AUG 2017

PRESENTED   LONDON | UK
Senior Designer   JAN TO DEC 2015

FREELANCER   SÃO PAULO | BRAZIL & LONDON | UK
Art Director   DEC 2012 - JAN 2015

Previous experiences & references in between 2002 - 2015, upon request

Experiments & Developments

AI EXPLORATION *| click to see an example*
Crafted a distinctive workflow using text prompts, generative art, and coding, resulting in stunning videos and achievements including:

- Creative coding for efficient AI workflow
- Creation of a David Bowie-inspired animation and other music videos
- Social media recognition
- Speaker at KPMG's Summer of AI events and discussions with WGSN's creative team.

CREATIVE CODING *| click to see an example*
Developed numerous applications using creative coding with a focus on interactivity. My projects were designed to:

- Interact cameras and sensors
- Create custom mini-apps like a YouTube video downloader for sequential video downloads
- Automate repetitive tasks such as diagram design for Illustrator, SVG, etc.
- Perform document sanitization like replacing presentation text with Lorem Ipsum

DATA VISUALISATION *| click to see an example*
Converted intricate textual data into compelling visualisations:

- Adapting infographics to static formats like rich pictures or printed/ editorial designs
- Creating interactive apps using Processing and JavaScript libraries such as P5 and D3
- Normalising and exploring data, conceptualising ideas, and testing possibilities with datasets
- Summarising lengthy documents into visual representations to convey meaning efficiently

Education

- **General Assembly** | Javascript 2020
- **Pearson College** | Storyboarding 2017
- **University of the Arts London** | Infographics & Storytelling 2016
- **Instituto Europeo di Design** | Typography 2011
- **Rio Branco University** | MBA: Branding (certificate pending) 2007
- **Mackenzie University** | Bachelor in Graphic Design 2005

Achievements & Awards

- **Team Efficiency:** Implemented a streamlined process, including storyboarding and concept approval before content creation, leading to six-fold increase in productivity
- **Type Conference | Diatipo:** Spearheaded the organisation of the largest typography conference in South America. Organised panels and lectures to audiences of approximately 250 attendees
- **OI Poster Contest:** Awarded two out of five winning designs, of a poster contest hosted by a new Brazilian mobile network. Selected posters were displayed in + 200 stores across Brazil during the campaign year

Languages

Portuguese (native speaker), English and Spanish.