

KOBBAZ

CREATIVE DIRECTOR . AI ARTIST

Quem sou eu: [Quem sou eu](#) | [Formação Acadêmica](#) | [Experiência profissional](#) | [Principais clientes atendidos](#)
Trabalhos selecionados: [UI / UX / Desenvolvimento de sites](#) | [Direção de arte/Projetos editoriais](#) | [Fotografia/Retoque](#)

**Vitor Kobbaz**

+55 (12) 99226-2410

contato@vitorkobbaz.com

vitorkobbaz.com

Senior Graphic Designer

Brazilian, single

36 years old

20 years of experience

Hard Skills

- Proficient in Adobe Suite
- Google AI Studio
- ChatGPT (OpenAI)
- Suno AI
- ElevenLabs
- WordPress
- HTML / CSS / JavaScript
- Strong writing skills
- Intermediate English

Soft Skills

- Leadership
- Sense of responsibility and completion
- Teamwork

Quem sou eu - Resumo

I am a Creative Director and Multidisciplinary Designer with 20 years of experience in the market, with a career that integrates audiovisual production, branding, graphic and digital design. Since 2023, I have been studying Generative AI.

I create visual identities, websites, copy and videos that help brands tell stories and engage audiences in a professional and authentic way. Artificial intelligence is my ally in films, animatics, character creation and animation, as well as in accelerating research and prototyping. My work spans digital and print projects for brands such as Meio & Mensagem, Beedoo, Grupo Tekno, Santuário Cristo Redentor, Verge, Editora Trip and Editora Ovale. I collaborate on institutional and commercial campaigns — including competitive proposals for public and private tenders — integrating visual language and writing, while leading multidisciplinary teams (creative, motion, UI/UX and development) as needed.

In parallel, I maintain an authorial and experimental front: the documentary *“Marcelo Denny – Primeiro Ato”* (Lei Paulo Gustavo), the EP *“Travessia”* (created with AI assistance), the music videos *“O que meu coração tem”* and *“Só quero estar com você”* for the musical duo Lóssios, and the short film *“O Falso Messias”* — experiments that merge writing, language, image and sound. I move fluidly between institutional, critical and humorous tones, adapting form and content to context. I work with realistic deadlines, strict alignment to the briefing, and a deep understanding of each brand, ensuring predictability, efficiency and quality.

Today, I work as a freelance partner for advertising agencies, design studios and audiovisual production companies.

What do you need today? Let's talk.

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In February 2021, I began accumulating the responsibilities of Coordinator of the Retail and New Business Department at the advertising agency Verge – Parceria Estratégica.

Over these 28 months, I contributed to the following areas:

MANAGEMENT AND PROCESSES

- Created and implemented processes to reduce delivery delays and improve quality;
- Selected, trained, and coordinated the team;
- Resolved internal conflicts;
- Optimized operational costs;
- Generated and analyzed digital marketing reports;
- Implemented marketing automation.

ACCOUNT MANAGEMENT / NEW BUSINESS

- Client relationship management;
- Preparation of commercial proposals;
- Business meetings.

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PRODUCTION AND CREATION:

Art and photography direction;

Graphic design for print and digital media;

Content creation;

Brand guideline development;

Video editing and post-production for electoral campaigns;

Website development in WordPress;

Production of internal communication campaigns promoting women's empowerment and diversity in the workplace;

Creation of commercial and institutional materials (website, social media, slide presentations, and PDFs);

Design and layout of proposal booklets for public tenders.

BY THE NUMBERS:

28 websites developed during the period;

Approximately BRL 524,000 in new business prospected and closed;

Around 120 commercial proposals created;

Projects delivered to 40 clients of different sizes across retail and industrial sectors, including Beedoo AI Learning, Cooper Johnson, Fox Innovation, Grupo Golden, SHA Alimentos, SINAPRO, Unimed São José dos Campos, Unimed Caruaru, Meio & Mensagem, Vante – Consultoria e Engenharia, AS2 Group, among others.



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EDUCATION

2004

Data Processing (Technical Program)

IDESA – Instituto Diocesano de Ensino Santo Antônio

Taubaté, SP

2007

Graphic Design with Emphasis on Typography (Undergraduate Technology Degree)

Anhembi Morumbi University

São Paulo, SP

2009

Graphic Publishing (Undergraduate Technology Degree)

UniFMU

São Paulo, SP

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PROFESSIONAL EXPERIENCE**2003 – 2004**

Internship

IDESA – Instituto Diocesano de Ensino Santo Antônio

Taubaté, SP

2005 – 2006

Video Editing Intern

Fundação Setorial de Radiodifusão Educativa de Sons e Imagens

Pindamonhangaba, SP

2006 – 2019

Independent Professional / Business Owner

2020 – Present

Marketing and New Business Coordinator

Verge – Parceria Estratégica

Taubaté, SP

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MAIN CLIENTS

Beedoo Ai Learning

Casa Ninho

Cooper Johnson

Editora TRIP

Editora Ovale

Fábrica de Botões Corozita

FAPI (Faculdade de Pindamonhangaba)

Grupo Tekno

Instituto Embraer

Macost Publicidade

Meio&Mensagem

Molotov - Propaganda

Rede Difusora de Comunicação

Santuário Cristo Redentor

Sóbrancelhas

SolarPrime

Verge - Parceria Estratégica

UI/UX Desenvolvimento de sites



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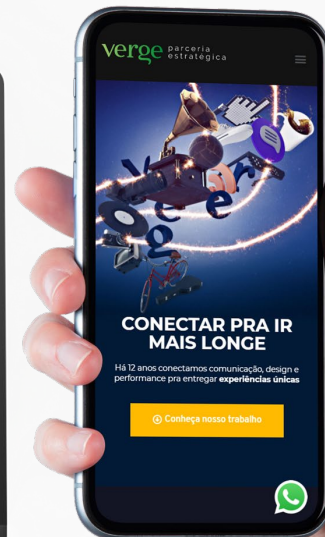
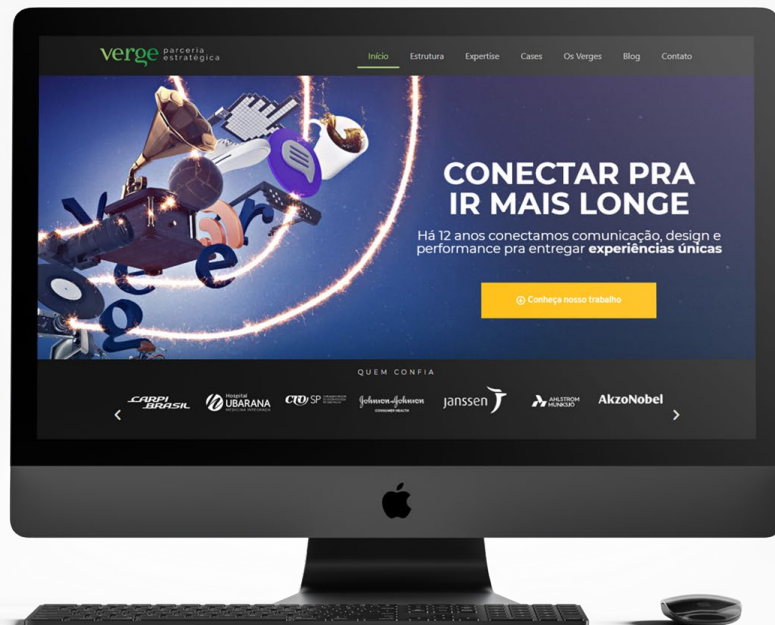
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Verge - 2023





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Maximídia - 2023



Job: UI/UX / Desenvolvimento de website | Agência: Verge - Parceria Estratégica | Cliente: Meio&Mensagem



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Círculo Corporativo Meio&Mensagem - 2023.



Effie Awards Brasil – 2023



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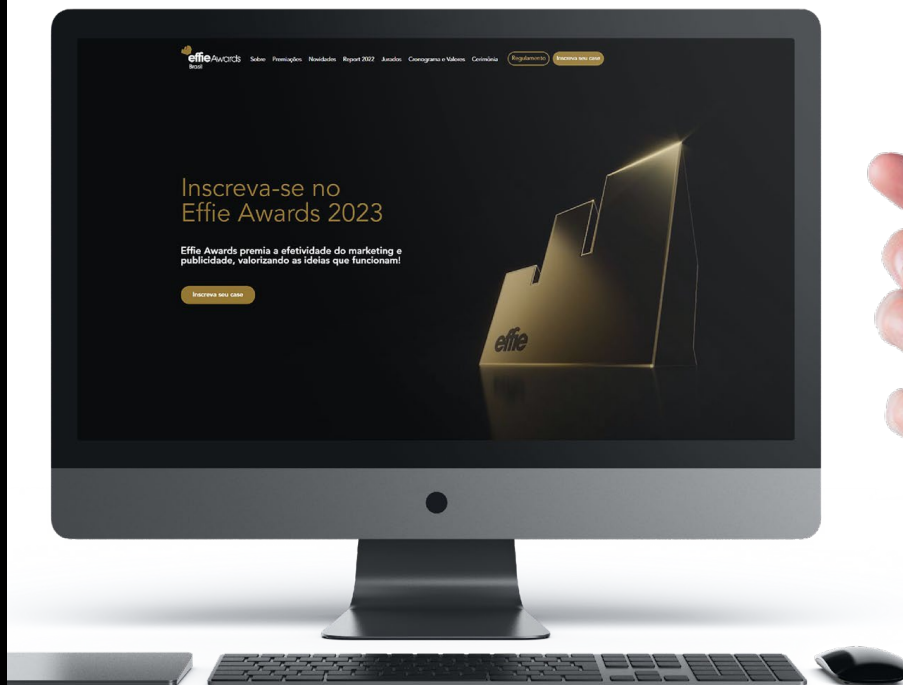
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Job: UI/UX / Desenvolvimento de website | Agência: Verge - Parceria Estratégica | Cliente: Meio&Mensagem

E-lock | Fox Innovation – 2022.



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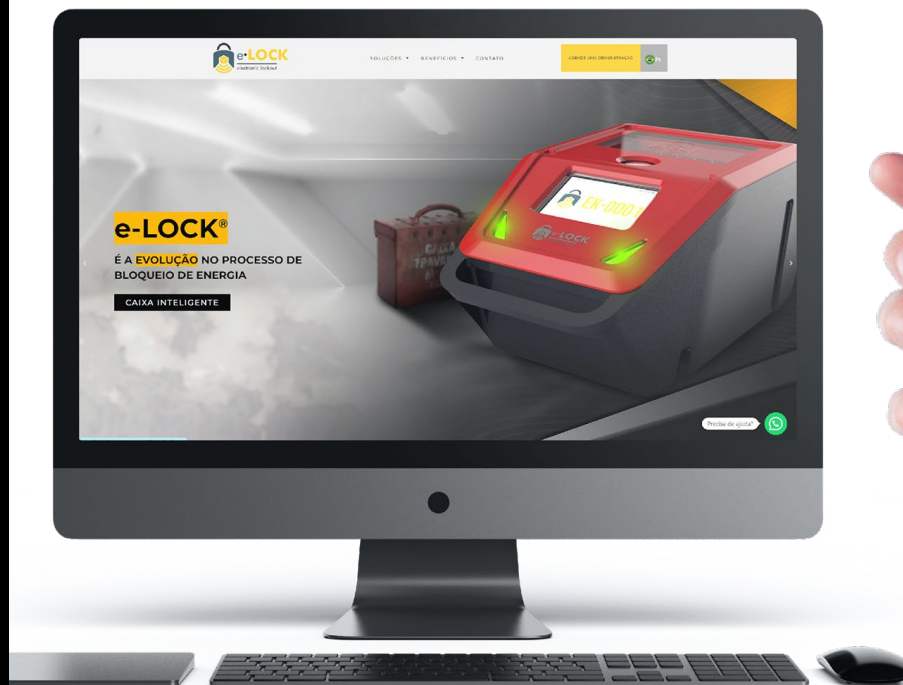
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Beedoo – AI Learning - 2022.



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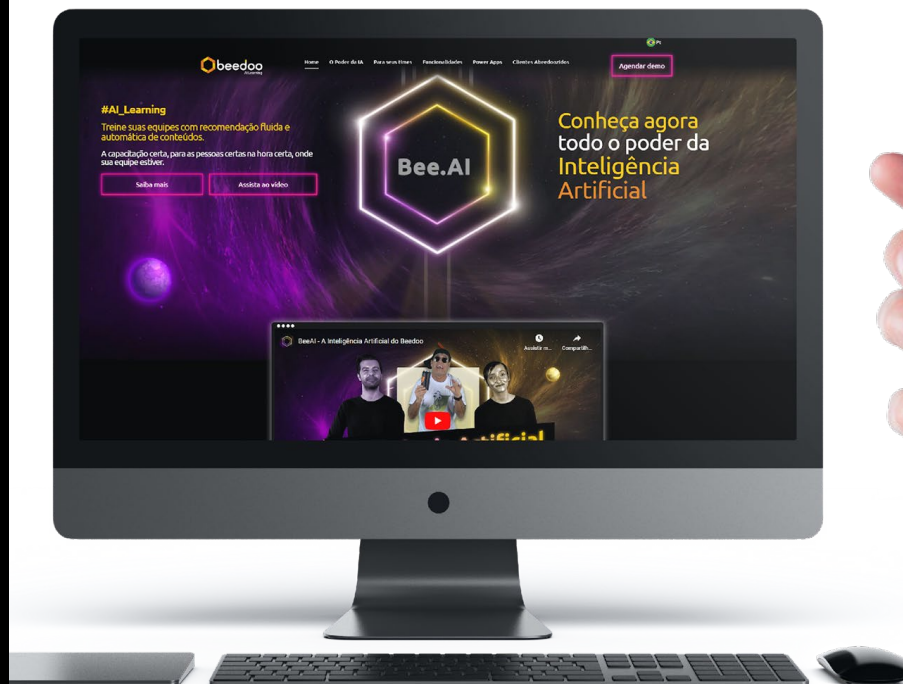
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Vantece – Consultoria e Engenharia – 2022.



Direção de arte / Projetos editoriais



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Unimed Caruaru - 2023





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Unimed Caruaru - 2023





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Unimed Caruaru - 2023





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Câmara Municipal de Arujá - 2023





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Câmara Municipal de Arujá - 2023





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Câmara Municipal de Arujá - 2023



Projetos editoriais – 2012-2019



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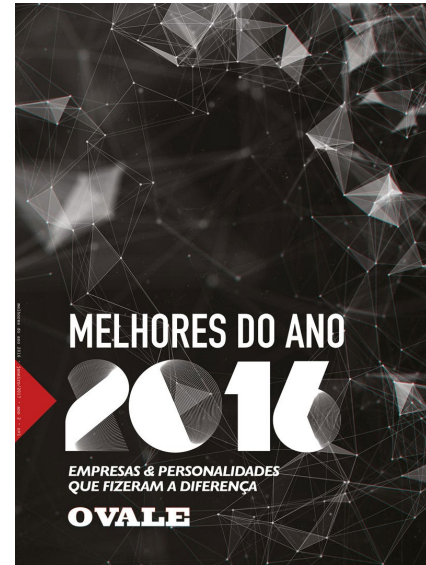
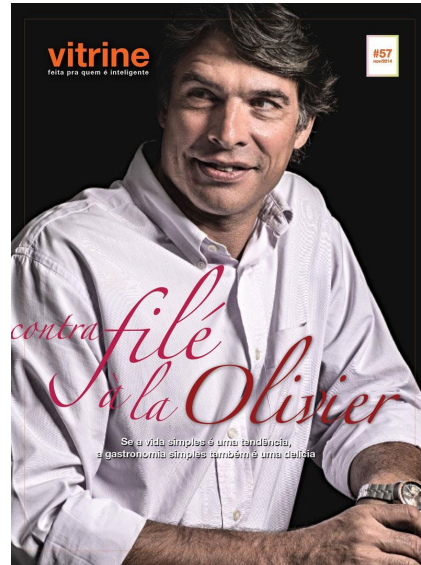
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Job: Projeto editorial | Clientes: Vitrine, Ovale, Rede Difusora de Comunicação

Fotografia / Retoque



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Fotografia publicitária – Concorrência Pública Prefeitura de Cajamar





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Santuário Cristo Redentor





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Fotografia gastronômica / Clientes variados – 2012-2019



Job: Fotografia gastronômica | Clientes variados

Retratos / Clientes variados – 2012-2019



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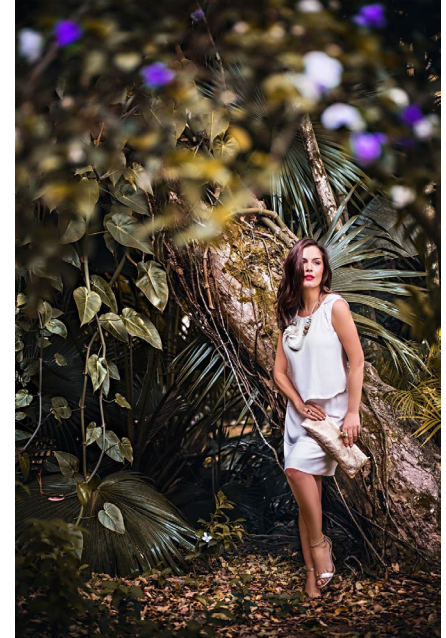
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Retoque / Fotografos e editoras variadas – 2012-2019



Job: Retouch | Clientes variados: Studio André Schiliró, Kiko Ferrite, Eduardo Delfim, Editora Trip

Let's talk?

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