

Jeferson Mello

Brand Designer & Visual Strategist

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PROFILE

14+ years in branding, digital design and art direction, between agencies and working directly with brands, in Brazil and Portugal. Every project starts with the same question: what does this brand need to say and how should it say it. Comfortable end to end, from the conversation with the board to the final production-ready file. Available for Portugal and for remote work across Europe.

RESULTS

Mary Kay TimeWise®	Digital experience and UX/UI redesign	+18% conversion
Harley-Davidson	Brand campaign for automotive retail	+15% sales
Grupo Enzo	Group rebranding, from store signage to digital	Entire network aligned

EXPERIENCE

Brand Designer and Creative Direction at Phyrus, creative studio Portugal, since 2024

- Visual identity and strategic stylescapes for brands in industry, retail and food service.
- Creative direction aligning client expectations with identity development, using stylescapes as a decision step before design begins.
- Complete brand systems: logo, palette, typography, grids and applications.

Art Director at W51 Agency Brazil, 2022 to 2024

- Campaigns for automotive brands, high volume and short deadlines, keeping the brand recognisable in every piece.
- Interfaces in Figma, designed together with the marketing teams.

Art Director at Grupo Enzo Brazil, 2018 to 2022

- The group's brand system from scratch: logo, manual and applications, built to scale across several brands and sales points.
- Application rules clear enough for in-house teams to use without design supervision.

SKILLS

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| ● Branding and visual identity | ● Photoshop, Illustrator, InDesign |
| ● Art direction and creative direction | ● WordPress and Elementor, conversion landing pages |
| ● Brand systems and manuals | ● After Effects, video editing and motion |
| ● Strategic stylescapes | ● Art direction with generative AI, image and video |
| ● UI/UX design in Figma, responsive design | ● Agent and MCP workflows |

EDUCATION

Multimedia Universidade Anhanguera, 2014
Production
Further courses UI/UX Design, After Effects

LANGUAGES

Portuguese Native