



Thiago Rocha Martins, design + illustration :: + 55 11 97151 4466 :: thiagorochamartins@yahoo.com

Professional background

Experience designer :: Casa 96 :: São Paulo, 2019-2020

I've worked at Casa96's creative team a specialized agency of point-of-sale, promotional actions, and shopper campaigns creating brand experiences for clients such as M. Dias Branco, Ajinomoto, Colgate-Palmolive, Bunge, Melitta, and Ypê.

Experience designer :: Hands.ag :: São Paulo, 2016-2018

At Hands.ag I've contributed to the creation and planning of Live Marketing campaigns/activation for Axe, Youtube, Google, Heineken, including the first online campaign with the use of influencers for Nossa Sra. Achiropita, the biggest Italian party in São Paulo.

Service Designer :: DM9DDB/TracyLocke :: São Paulo, 2016

I've worked in the first team of TracyLocke Brasil, DDB group shopper agency, creating and coordinating P.O.S. campaigns and online activities for the SC Johnson Brasil, and brands like Raid, Baigon, Glade, Off!, Sr. Musculo, Ziplock, Bravo, Duck, and Lysoform. For the DM9DDB agency, I've had the opportunity to develop shopper campaigns for brands like H2OH!, Tok&Stok, and Perdigão that included sales promo materials, online strategies, POP displays, and brand activation.

Creative director :: Track&Field Store :: São Paulo, 2014-2015

A lead of the creative squad for Track&Field, an athleisure brand. Our team developed institutional, promo, online, shopper campaigns, P.O.S. displays, and store openings (Brazil, and the US) besides the promo materials for "Run Series", the largest street running circuit in Brazil.

Service Designer :: Red Fuse Brasil :: São Paulo, 2011-2013

Member of the first Colgate-Palmolive Shopper program group, which brought Red Fuse (a dedicated squad for Colgate by Y&R) in Brazil. I've helped create campaigns, strategies, and developing 3D POP displays for Palmolive, Protex, Plax, Professional care.

Education

Master's degree in 3D :: Senac-SP, 2010-2011

Bachelor's degree in Industrial Design :: Universidade Mackenzie, 2001-2004

Certificated program in Graphic Arts :: SENAI Theobaldo de Nigris, 1998-1998

Certificated program in Architecture :: ETEC Presidente Vargas, 1994-1997

Language skills

Brazilian Portuguese (native) and english

Major accomplishments and Awards

Heineken, The Green Drivers :: Art Direction for Heineken global platform film "When you drive, never drink" starring Jackie Stewart, a three-time F1 champion. For once joined the flag of Formula 1 – in the GP Brazil – with a responsible drink attitude. Until now, the largest Brazilian brand awareness campaign reaching 33M views, 224k likes 29K comments, and 39K Facebook shares.

Bronze in Branded Content & Entertainment - Wave Festival in Rio, 2017

Gold in Brand Activation and Better Criative Concept - Ampro Globes, 2018.

YouTube Space and YouTube Summit :: To this job we've developed brand experiences, art direction, scenography, and much more to successful YouTube Space Rio opening, one of the nine studios in the world that provide structure for content creation and experimentation for creators and aspirants from different cultures and markets with hi-end equipment in the most famous city in Brazil, this event brought together 81 biggest Youtubers to the first creators meeting in Latin America, a second-largest consumer video market in the worldwide platform. The event has included activities, shows, artistic performances and more than 700 talks in 72h of immersive content.

Lynx / Axe "Find your magic" :: I've worked with a creative planning team to created the "Find your Magic" concept to Lollapalooza Brazil 2017. The strategy included Insta-missions who led the public to start an experience online and ending offline. The winners had got tickets to Lolla and jumping through a toy with more than 12 meters high. Also a lounge with a 360° video taking and activations during the event. There were more than 750 tickets, 1100 jumps, and thousands of interactions on social networks.

Young & Rubican Brazil, visual identity :: I've deloped a pack of geometric patterns, stationery and sign to the Brazilian office.

Selected work - 10th Brazilian Graphic Design exposition by ADG, 2013

About Thiago

I help the world to be a more beautiful, tasty, and slightly radical place. Pedro's father, bike lover, and stencil graffiti enthusiast.