

Lucas Santos

25 years old, Sao Paulo, Brazil

Art Director & Advertising Specialist

Contact

Phone: +55 (11) 98422-1317

Email: lucasantosprofiss@gmail.com

Portfolio: luskasdesign.vercel.app/

LinkedIn: linkedin.com/in/luskasdesign/

Specialist in digital advertising design with a strong focus on user experience, interaction, engagement, and conversion through creative solutions.

Interesses

Video Games

Music

Festivals

Gym

Education

2018 - 2021

Cruzeiro do Sul University (UNICSUL)
Bachelor's Degree – Advertising and Marketing

2018 - 2020

SAGA School (School of Art, Games and Animation)
Technical Degree – Graphic Design and Animation

Specializations

2024 - 2026

Design Boost (by UI Boost, UX Unicórnio e Pixel Cast)
Specialization in UI, UX and Design Systems

2023 - 2024

Copiloto Project (by Lucas Rosa)
Specialization in Artificial Intelligence in Design

2022 - 2024

Primeira Classe (by Lucas Rosa)
Professional specialization in Photoshop and design

2022 - 2023

Figma cfPRO Course (by Felipe Santana)
Specialization in Figma and Web Design

Professional Experience

5+ years in the market



WB.P Group
Art Director

2023 - Present

- Campaign art direction
- Creation of responsive digital pieces
- Website and landing page design
- Graphic material production
- Video editing for campaigns



AlfaCon
Graphic Designer

2022 - 2023

- Educational design for courses and digital products
- Creative direction for campaigns
- Visual identity for educational products and services
- Website and landing page design
- Graphic materials for in-person events



Beelieve.ag
Graphic Designer

2021 - 2022

- Creative development of digital campaigns
- Visual identity for products and services
- Website, landing page, and email marketing creation
- Creative solutions for social media and campaigns

Key Skills

Post-production professional, image manipulation, and retouching expert

Tools

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Canva, Capcut, Office365

Artificial Intelligence

Prompt Engineering - Midjourney, Google AI Studio, OpenAI, Claude...

Languages

Portuguese – Native
English – Advanced
Spanish – Basic