

Fabio de Oliveira Carvalho

Motion Designer

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Demo Reel: <https://vimeo.com/726322766>

About

Experienced Motion Graphics Designer with 14+ years of experience based in Niterói, Rio de Janeiro, Brazil. I excel in creating engaging visuals for global brands and aim to use my expertise in innovative worldwide projects. Skilled in turning ideas into effective motion content, I thrive in social media video production and teamwork, ensuring smooth project execution. Committed to introducing my creative and technical skills to international markets, I aim to achieve results and captivate audiences globally.

Experience

AdLiven (May 2022 - Present) - Motion Designer (Freelancer)

Having worked on over 50 successful projects, I was recognized through my demo reel and invited by AdLiven's community manager to join their freelance team focused on digital ads for app-install and mobile gaming, following a rigorous selection process with interviews and a motion design test. My key role involves designing compelling motion graphics for leading brands in the mobile gaming and app development sectors, such as EA Mobile, Take-Two Interactive, Netflix, Peak Games, Supercell, Mobilityware, Nifty Games, Glu Mobile, and 2K Games. Responsibilities encompass everything from initial concept, storyboarding, to producing animatics, drafts, and final edits, including content resizing for different platforms and sourcing necessary visual and audio assets.

Vidsy (November 2022 - Present) - Motion Designer (Freelancer)

Creating motion design videos for the social media of top brands such as Pepsi, Samsung, HP, Santander, L'Oreal, TRESemmé, Warner Bros Games, Schwarzkopf, NOW Tv, Sensodyne and Betfair.

Yuzú (December 2017 - Present) Motion Designer (Freelancer)

As Yuzú's official Freelance Motion Designer, I have solidified a long-standing partnership since December 2017, spearheading diverse projects for local clients such as shopping centers, restaurants, and events. A highlight of this collaboration has been my work with Downtown Filmes, a leading Brazilian film production and distribution company known for launching significant films such as the internationally acclaimed 'City of God'. My contributions have been pivotal in the launch of 29 national cinema films, including the creation of animated posters, promotional videos for social media, and Instagram filters. This work significantly contributed to drawing over 23 million viewers to theaters, notably for 'Minha Mãe É uma Peça 3' (My Mom Is A Character 3), which became the highest-grossing film in the history of Brazilian cinema with 11.6 million spectators. A showcasing of these contributions can be viewed at <https://vimeo.com/showcase/10131373>.

New Wave Video Ads (March 2022 - March 2023) - Senior Motion Designer

As a Senior Motion Designer at New Wave Video Ads, I spearheaded the creation of visually compelling motion design ads, serving a broad international client base, with a significant focus on the United States. My work spanned various languages and industries, crafting engaging social media videos and detailed explainer videos that demystified complex business processes through clear, illustrative storytelling. I successfully managed projects from

inception to delivery, developing original concepts, storyboards, and integrating live-action footage to create memorable TV commercials and digital ads. This role highlighted my ability to adapt creatively to diverse market demands and communicate intricate ideas in an accessible and visually striking manner.

Inventiva Comunicação (June 2016 - April 2017) - Art Director and Motion Design Coordinator

Leading a team of two motion designers, I played a pivotal role in the development of animated advertising videos for Dufry's digital catalog, showcasing products from renowned international brands like Apple, Nike, Hugo Boss, Calvin Klein, Tommy Hilfiger, Mont Blanc, Tag Heuer, Hublot, Lacoste, Lindt, and Johnnie Walker. My responsibilities included the creative direction and adaptation of content for more than 20 different LED screen formats, ensuring high-quality and impactful presentations across all 25 Dufry stores in airports throughout Brazil. This role demanded a keen eye for detail and a strong understanding of brand and product promotion within a diverse retail environment.

Previous Experience

TACO - Fashion retail (Motion Designer - March 2016 - May 2016)

Viralata Produções (Motion Designer - December 2015 - February 2016)

Rio Cinema Digital (Motion Designer - August 2015 - December 2015)

Viralata Produções (Motion Designer - July 2015 - August 2015)

Freelance (Motion Designer | 3d Artist - September 2014 - June 2015)

Studio Beyond (Motion Designer | Art Director | 3d Artist - January 2014 - August 2014)

Golden 3d (Motion Designer | 3d Artist - April 2013 - December 2013)

Broadcast TV program for the mayoral campaign for Niterói (Motion Designer - July 2012 - November 2012)

Archigraph (Motion Designer | 3D Artist - November 2011 - July 2012)

Paluana Comunicação (Graphic Designer | Motion Designer | 3d Artist - September 2009 - October 2011)

Skills

Softwares

Expert in After Effects, Photoshop, Illustrator, Premiere. Proficient in Cinema 4D, 3ds Max, Blender

Communication

Proactive communication style, adept at working in multinational teams and coordinating with clients worldwide.

Creativity and Adaptability

Demonstrated ability to adapt creatively to diverse market demands, developing content that resonates with international audiences.

Languages

Fluent in Portuguese and English, with proficiency in creating content in multiple languages for a global audience.

Education

Centro Universitário da Cidade - Bachelor's Degree in Graphic Design (2004-2008)

Azimut - Post-Graduation in Visual Effects & Motion Graphics Design (2011-2012)

Moviluc - Hyper Realistic Lighting using V-ray and 3ds Max (2012)

Allan Portilho Studio - Post-Production and Digital Retouch with Photoshop and 3ds Max (2015)