

VICTOR PASCHOAL

Creative Director / Senior Art Director / Creative Lead

BRAND SYSTEMS / INTEGRATED CAMPAIGNS / GENERATIVE AI WORKFLOWS

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PROFILE

Creative Director, Art Director and Designer active in the design industry since 2008, with experience across advertising, branding and integrated campaigns in Brazil and Europe. Experience includes VML, GroupM, Publicis and TBWA, with work developed for leading local and global brands.

Combines conceptual thinking, visual craft and practical AI fluency to build distinctive brand systems, deliver campaigns across multiple channels and improve creative workflows without compromising quality or consistency.

CORE STRENGTHS

Art Direction Creative Direction Branding
Integrated Campaigns Visual Systems Generative AI
Creative Automation Pitch Design

SELECTED CLIENTS

Vodafone / Bank of Ireland / Circle K / PlayStation / Jaguar / Volvo / Volkswagen / Tesco / Lidl / Heineken / Procter & Gamble / Reckitt / Brennans / An Post

CURRENT EXPERIENCE

NOV 2022 / PRESENT

Folk VML

Integrated Designer

Art direction / Studio design / Branding / AI workflows

- Develops integrated campaigns, brand systems and high stakes pitch materials across Creative, Studio and Digital for major Irish and international accounts.
- Created brand guidelines for Clear Mobile, HRI, Vodafone Team of Us and EirGrid. The visual direction developed for EirGrid continues to be used across communications.
- Contributed to Circle K Extra loyalty communications. The integrated campaign remains live nearly three years after launch.
- Became an internal point of reference for branding, Generative AI and AI enabled creative workflows, while supporting colleagues with emerging creative tools and studio systems.

Brand systems

Guidelines and scalable visual languages for major client accounts.

Integrated craft

Digital, social, print, motion support and presentation design.

AI fluency

Creative exploration, production support and workflow improvement.

Trusted delivery

High importance pitch documents with limited margin for error.

Selected creative work, branding projects and AI experiments

Circle K Extra / Bear MRKT / campaign work / visual exploration

WWW.VMIGLIARI.COM

EDUCATION

Miami Ad School / ESPM

Art Direction
2015 / 2017

Escola Cuca

Art Direction
2020

Universidade Anhembi Morumbi

Bachelor's degree
Digital Design
2009 / 2013

AWARD

FIAP Sol de Bronze

2017

LANGUAGES

Portuguese

Native

English

Fluent

Spanish

Professional working proficiency

German

Limited working proficiency

SELECTED SKILLS

- Creative Strategy
- Campaign Development
- Brand Identity
- Team Leadership
- Visual Communication
- Digital Design
- Print Design
- Motion Support
- Presentation Design
- Workflow Automation
- Adobe Creative Suite

BASED IN IRELAND

**VICTOR
PASCHOAL**

EXPERIENCE

BRAZIL / IRELAND / EUROPE

JUN 2022
NOV 2022

GroupM Ireland

Art Director / Freelance / Dublin

Developed integrated campaign work for Tesco and Virgin Media across digital, social and print. Translated briefs into clear visual systems and campaign assets while maintaining consistency across channels and formats.

APR 2022
MAY 2022

Omelete Company

Art Director / Freelance / São Paulo

Directed the visual identity and campaign materials for CCXP 2022 in São Paulo, overseeing concept development and execution across promotional touchpoints for a large scale pop culture event.

SEP 2021
MAR 2022

Peppery

Art Director / Freelance / São Paulo

Led art direction for Reckitt's social media presence, developing scalable visual systems and campaign assets aligned with global brand guidelines across multiple platforms.

MAY 2019
SEP 2021

liona.ag

Creative Director / São Paulo

Promoted to Creative Director, leading a multidisciplinary design team and overseeing creative development, workflow and brand communication for clients including Consórcio Magalu. Combined strategic direction, direct craft involvement, mentorship and quality control.

EARLIER EXPERIENCE

Content House

Creative Art Director / Freelance
Nov 2018 / May 2019

TBWA Worldwide

Creative Intern
Jul 2016 / Sep 2016

Grupo iBrasil

Art Director
Mar 2014 / May 2015

Grupo Rái

Creative Art Director / Freelance
Jun 2018 / Nov 2018

Publicis

Creative Intern
Apr 2016 / Jul 2016

Antena 1

Art Director
Feb 2013 / Mar 2014

SELECTED PORTFOLIO

01 / CAMPAIGN

Circle K Extra

Integrated loyalty communications with a creative platform that remains live nearly three years after launch.

02 / BRANDING

Bear MRKT

A coffee packaging rebrand expanded into a broader visual refresh for the Dublin brand.

03 / EXPLORATION

AI Experiments

Personal studies combining visual thinking, storytelling and emerging creative technology.

AI FLUENCY

Generative AI is embedded into the creative process as a practical advantage: accelerating exploration, extending production possibilities and helping teams scale output while protecting craft and brand consistency.