Filipe Angelo Medeiros

Senior Brand Designer | Events, Video and AI Workflows

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SUMMARY

Senior brand designer with 9+ years in design, most of them inside B2B technology companies, and 100+ projects delivered. At Juspay, a global payments company, I design for the Latin America marketing team: event identities, trade-show booths, launch videos, sales demo prototypes, RFP decks and LinkedIn campaigns, working with product marketing, sales and suppliers. I have taken 20+ events and booths from brief to production. AI is part of every step of my process, while concept and visual direction stay with me: a 36-page sales deck in under 4 hours, a clickable demo prototype in 2 hours, a 30-second launch video in about 6 hours.

SKILLS

Events: Event Identity, Booth Design, Trade Show Graphics, Signage, Event Kits, Branded Merchandise, Print Production, Supplier Management, Budgets

Video and Motion: Launch Videos, Explainer Videos, Motion Graphics, Scriptwriting, Storyboarding, Video Editing

Brand: Brand Identity, Visual Systems, Art Direction, Brand Guidelines, Co-branding, Brand Campaigns, Naming, Brand Attributes

Digital: Presentation Design, Sales Decks, RFP Proposals, Prototyping, UI/UX Design, Web Design, Social Media Design, Localization

AI Workflows: Generative AI, AI Art Direction, AI Agents, AI-assisted Video and Prototyping

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Firefly), Figma, Figma MCP, Claude, Claude Code, Magnific, Nano Banana, Midjourney, PowerPoint

PROFESSIONAL EXPERIENCE

Senior Designer, Brand & Marketing LATAM
Juspay | São Paulo, Brazil | Hybrid — May 2026 to Present

- Design events and trade-show booths for the Latin America marketing team (Brazil and Peru), from layout and graphics to files for the stand builder, including the Juspay booth at Fórum E-Commerce Brasil 2026, the largest e-commerce event in Brazil.
- Created the identity and full printed kit for Travel Lab: Edição Brasil, a closed-door event for airline and travel leaders co-hosted with Riskified (roll-ups, badges and lanyards, presenter cards, table displays, menu, gift voucher), and ran production: item list, quotes, supplier negotiation and delivery through event day.
- Direct and produce launch and explainer videos with an AI pipeline (Claude connected to After Effects, Figma MCP, Magnific): a 30-second LATAM Pass checkout launch video, script to final cut in about 6 hours, and a 53-second payment orchestration explainer.
- Build clickable sales demo prototypes in each prospect's own brand (Meta, Magalu, Rede, Porto Seguro), about 2 hours each, recorded as short loops for sales calls and decks.
- Design sales decks and RFP proposals with the sales team, turning dense technical content into one scannable page per topic; delivered a 36-page sales deck in under 4 hours.
- Design LinkedIn carousels and posts for regional accounts and spokespeople on travel payments, airline payments and agentic commerce, and adapt global brand material into Portuguese for the Brazilian market.

Brand Designer
LG lugar de gente | São Paulo, Brazil | Remote — Jul 2024 to Apr 2026

- Looked after the brand of one of Brazil's largest HR tech companies: rebuilt the brand book with the application rules suppliers were missing and brought internal communication under the master brand.
- Created the concept and visual system for “Tecnologia que transforma”, a campaign that moved the brand toward technology and innovation, rolled out to event signage, backlight, presentations, social and newsletter, with every person in the campaign generated in Midjourney to one art direction.

- Designed the visual signature and co-branding rules for União de Gigantes, a joint event with Oracle, applied to the invitation, lanyards and branded merchandise.
- Defined brand attributes, started the brand health research and created visual identities for the directors who speak for the company.
- Managed suppliers end to end and gave art direction for the corporate website and landing pages in Figma.

Design Analyst
Gentrop | São Paulo, Brazil | Remote — Aug 2021 to Jan 2024

- Designed identity, campaigns and digital material for a Google Cloud Premier Partner, including co-branded material within Google's brand guidelines.
- Led naming for new products, from research and brand frameworks to the final name.
- Produced YouTube videos, motion graphics, ebooks and email assets, and ran internal design workshops.

Graphic Designer
Mattiz | Criciúma, Brazil | On-site — Dec 2019 to Jan 2021

- Created campaigns, social media content and motion graphics for three multinational clients in parallel.
- Designed packaging, POS displays, billboards and corporate collateral through to print production.

Web and Graphic Designer
FusionVegas | Nevada, USA | Remote — Dec 2017 to Jun 2019

- Designed website layouts, digital marketing materials and corporate presentations for a US company, working directly with the owner on briefs and approvals.
- Produced institutional videos and motion graphics for brand and promotional campaigns.

EDUCATION

Postgraduate Degree in Branding
ESPM, Escola Superior de Propaganda e Marketing | São Paulo, Brazil — 2025

Bachelor's Degree in Design and Visual Communication
UNISATC, Centro Universitário SATC | Santa Catarina, Brazil — 2020

CERTIFICATIONS

Miami Modular: Visual Impact | Miami Ad School — 2026
I'mmo: Brand Attributes and Vallo: Brand Values | The Ugly Lab — 2024
Hello: Naming Certification | The Ugly Lab — 2021

LANGUAGES

Portuguese: Native | **English:** Full professional proficiency