



## CONTACT



São Paulo, SP - Brazil



LinkedIn



deboramsaito@gmail.com



+55 11 97155 0813

## PORTIFOLIO

## SUMMARY

I was the creative introverted child that loves art and cartoons. I remember creating a community on Orkut that was a fanbase for a band that I invented, named Black Pink (fun fact: today there is a band with that name but it has nothing to do with me), I designed a logo using Paint, made some merch products, and post them on the community forums. I was 12 at that time. Time went by, I graduated in design, I owned brands with friends always being the creative mind, creating the identity and all communication such as content for social networks, planning and organizing shootings, thinking about publicity and events. I've always really enjoyed art direction and have always explored the use of Photoshop, Illustrator, Indesign, photography and studying trends in my daily life.

In 2020 I worked as art director for an inclusive fashion and tech wear brand where I art directed photoshooting, created social media content and started my experience with motion in After Effects.

Today I work at Agência Fizz as an art director, supervising footage, capture and editing videos, in addition of developing KVs for campaigns, brands and specific projects. I'm currently studying a little more about TikTok and the application of AIs as a design tool.

I look for opportunities that allow me to explore my creativity and apply it to bring innovation to visuals.

# DEBORA SAITO

ART DIRECTOR | BRANDING | CREATIVE MARKETING

## EXPERIENCE

### Agência Fizz

Aug 2021 - Feb 2022 / Nov 2022 - Now

#### Sr. Art Director

Art direction for Agencia Fizz's content, creating videos, capturing and editing them for TikTok and Reels and content on the agency's social networks. I'm part of the team that develops KV and presentations for the competitions we are participating in. Additionally, I create art for clients in the dermocosmetics industry, such as Grupo ADCOS; from the aesthetics industry such as Merz Aesthetics, BioArch and Allergan Aesthetics; Alcoholic Products such as Grey Goose and Dewars; and today I am focused on producing content and editing videos for the podcast that Agencia Fizz launched in 2023, the PerFizz Podcast. For the Podcast, together with the content team, we do strategic planning for Instagram, LinkedIn, Youtube, TikTok and Spotify. All this with the help of great tools and partners, such as Adobe Artificial Intelligence, GPT Chat, WGSN, HootSuit and Insights from major digital platforms.

### Moochies Technologies Ltda.

Feb 2022 - Nov 2022

#### Creative Marketing | Motion Designer & Branding

Responsible for creating the entire look of the Zoomies pet brand, from choosing the name, benchmarking research to applying the visual identity to the packaging. I also created the Nano Watch logo and created the Tokie game logo (both for Moochies), and collaborated on the creation of the Proxima logo and KV.

I designed new prints for special edition bracelets for Moochies watches for autistic children, which started with research into autism, understanding them and finding the best solution by selecting colors and elements to represent and captivate the audience.

Together with the team, we develop content for various digital platforms and layout printed materials for events and POS for selling products in partner stores.

For the Keighley Cougars, a rugby team, I led the storyboard and video editing project for the LGBTQIA+ Pride month campaign and the videos of nominees for the CougarsAwards event, and created motion for the 2022 league victory campaign. arts, collaborated on trend research and directed content videos for its official Instagram page.

### Note to Self.

Jun 2020 - Nov 2021

#### Jr. Art Director

Creation of the brand's logo and visual identity applied to content for digital media.

I developed motion graphics for Instagram feed and story posts and organized the content timeline in MLabs and detected insights to implement strategies for social media content.

Creation of website banners and images for e-commerce.

Directed photo shoots and campaigns.

I conceptualized and designed the clothes and prints, through benchmarking and competitor analysis.



## CONTACT



São Paulo, SP - Brazil



[Linkedin](#)



[deboramsaito@gmail.com](mailto:deboramsaito@gmail.com)



+55 11 97155 0813

## PORTIFOLIO

## SKILLS

ART DIRECTION

•

BRANDING

•

MOTION GRAPHICS

•

CREATIVE CONTENT  
PRODUCTION

•

CREATIVE MARKETING

•

PROJECT MANAGEMENT

•

UX DESIGN

•

BENCHMARKING

•

E-MAIL MARKETING

•

GRAPHIC DESIGN

•

RESEARCH

## EXPERIENCE

### Janssen Pharmaceutical

Oct 2018 - Feb 2020

#### Graphic Layout Specialist

Had a 30-day course in Belgium to become a Graphic Layout Specialist for small components and medical leaflets.

I created and reviewed leaflets for different medicines and countries. An extremely complex job, which follows several rules and regulations.

I studied Design Thinking and Scrum at FAAP and incorporated them into our team to strengthen processes and avoid deviations and conflicts.

### Sigmapack Design

Jun 2018 - Dec 2018

#### Graphic Designer and Packaging Designer

Designed ecological packaging for personal hygiene products from the Needs brand and adapted the relief design of pads from the Always Free and Carefree brands from Johnson & Johnson's.

### A Varanda Lab

Feb 2016 - Dec 2017

#### Owner Partner & Creative Director

Joined two friends' jewelry brand, where we explore different materials and creative processes to create unique pieces. I was responsible for trend research, creative direction of photo shoots and content production for social media. I collaborated in the management of e-commerce and Facebook Ads..

## EDUCATION

### Marketing & Digital Media | Post Graduate

Apr 2020 - Apr 2021

Fundação Getulio Vargas

### Industrial Design | Graduate

Mar 2012 - Dec 2017

Universidade Federal do Paraná

### Industrial Design | Scholarship CSF

Aug 2014 - Dec 2015

University of Wisconsin - Stout

## CERTIFICATES

### Design Thinking & Scrum Applied to People Managment

Nov 2019

FAAP - Fundação Armando Alvares Penteado

### Arduino - C++

Jul 2017

Aldeia Cowork