



PERSONAL

Name	Ricardo Souza
Birthday	11/13/1984
Relationship	Married
Nationality	Brazilian, USA
Languages	English, Portuguese

EDUCATION

College	Pontifícia Universidade Católica do Rio de Janeiro
Graduation	Bachelor in Communications
Major	Advertising
Continuing	Advanced After Effects Pratt, NY Typography w/ Ed Benguiat SVA, NY

CONTACT

ricksouza.com
hello@ricksouza.com
+1 917 371 3406

Rick who?

I am a hands-on, award winning Global Creative Director with strong design and conceptual backgrounds. In over 15 years in the industry I've worked anywhere from small design studios crafting brands and experiential design, to big ad agencies leading global campaigns. My biggest skill is being able to work seamlessly across different medias, teams and timezones; creating digital products and 360° campaigns from concept to production, with a focus on digital - from Web and Mixed Reality to Virtual Events and Experiential. I am a team worker who loves to share and learn, always looking for the never seen before, and having lots of fun while at it.

Work

- 2023** ● **FREELANCE CREATIVE - Remote from Lisbon, Portugal**
Creative Director, Art Director, Designer
- 2023** ● **MEDIA.MONKS, Los Angeles CA**
Global Creative Director
- 2020** ○ **FREELANCE CREATIVE DIRECTOR | ART DIRECTOR | DESIGNER**
TBWA/CHIAT/DAY, 72andSunny, Phenomenon, R/GA, Saatchi & Saatchi, BSSP, Giant Spoon & Startups
- 2020** ● **FREELANCE CREATIVE DIRECTOR | ART DIRECTOR | DESIGNER**
TBWA/CHIAT/DAY, 72andSunny, Phenomenon, R/GA, Saatchi & Saatchi, BSSP, Giant Spoon & Startups
- Present** ○ **KAYA INC., Jamaica - Part Time**
Creative & Brand Director | Founding Partner
- 2016** ○ **KAYA INC., Jamaica - Part Time**
My personal experience on client-side, working as Creative Director branding and marketing the first medical marijuana dispensary from Jamaica and the Caribbean from scratch / kayaherbhouse.com
- 2017** ● **72ANDSUNNY, Los Angeles CA**
Lead Art Director | ACD
- 2015** ○ **72ANDSUNNY, Los Angeles CA**
Worked as Lead Art Director creating global campaigns and unique digital experiences for Google.
- 2015** ● **HAUS, Los Angeles CA**
Freelance Sr. Art Director
At HAUS I worked solo on branding some of the largest venture capitalists companies like ACCEL and SKYFUND. From logo to website.
- 2015** ● **MULLEN LOWE PROFERO, New York NY**
Sr. Art Director
- 2011** ○ **MULLEN LOWE PROFERO, New York NY**
I was responsible for creating a wide range of global digital and social campaigns for brands such as Smirnoff, Lufthansa, Unilever and non-profit Action Against Hunger besides working on a unique experiential event for the Brazilian government hosted in NYC.



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Work Cont.

- 2011

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STRAWBERRYFROG, New York NY
 Freelance Sr. Art Director
 At Strawberryfrog I worked on a team creating a suite of 3 different mobile applications for P&G's Pampers besides working on digital campaigns for Smart Car and non-profit Nanhi Khali.
- 2010

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2010 ● FREELANCE SR. ART DIRECTOR - Remote
 Sponge, Chicago IL
 Pony Tale, Lisbon, Portugal
 During this period I was working remotley for Sponge where I wroked on pitches for Sears Optical, Caterpillar and Denim 6; and also for Pony Tale in Lisbon, Portugal where I worked on pitches including for DIscovery Channel.
- 2009

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2009 ● NBS, Rio de Janeiro RJ
 Art Director
 NBS is on of the top agencies of Brasil and that's where I worked in national print, OOH and film campaigns for Oi (Major Brazilian phone provider) and Coca-Cola amongst other local clients.
- 2008

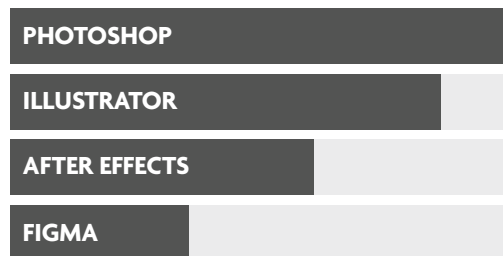
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2008 ● FCB BRASIL, Rio de Janeiro RJ
 Art Director
 My first experience in the big league working on national campaigns for clients such as SC Johnson, Kraft Foods, Fiat and O Globo.
- 2007

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2007 ● WOX, Rio de Janeiro RJ
 Jr. Art Director
 I started my career in a smal branding studio catering for restaurants where I had the oppotunty not only to develop branding materials but also to design the interior of the stores.

Softwares



Skills



Hobbies

