



# SIMONE CARVALHO

ART DIRECTOR / DESIGNER

## CONTACT

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[www.simonecarvalho.co](http://www.simonecarvalho.co)

## ABOUT ME

Experienced professional with 3+ years in advertising agencies, focusing on crafting impactful visuals for advertising, branding, and social content.

## EDUCATION

### Art Direction Portfolio Program

Miami Ad School,  
New York & Mumbai

2016-2018

### Bachelor of Media and Communication

Manipal University Dubai  
2013-2016

## EXPERIENCE

### Impact Proximity BBDO, Dubai, UAE

Graphic Designer | Aug 2019 - Aug 2022

- Conceptualized and designed campaigns and social media content for leading brands including **Al Hilal Bank, One & Only Resorts, London Dairy, Adidas**, etc.
- Spearheaded the rebranding efforts for **Sawafi Borets**, a prominent oil field equipment company in Saudi Arabia.
- Assisted senior art directors in creating pitch decks that drove successful client conversions such as **Department of Tourism and Commerce Marketing (DTCM) Dubai**.

### Ogilvy & Mather, New York, USA

Art Director Intern | Jul - Sep 2018

- Designed social content for brands such as **Coca Cola**
- Collaborated in the design of pitch decks.

### Saatchi & Saatchi, New York, USA

Art Director Intern | Jan - Jun 2018

- Designed website banners and social media content for **Godiva, Head & Shoulders, Tide** and **Pampers** for deployment and integration into live campaigns.

### People, Ideas and Culture, New York, USA

Art Director Intern | Oct - Dec 2017

- Supported senior creative team members in executing daily briefs.

## SKILLS

- Adobe Illustrator, Photoshop and InDesign
- Branding
- Social content design

## LANGUAGE

English  Hindi