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Andreia Ferraz

Brand Design, Art Direction & Creative Operations

Creative leader with 15+ years bridging brand strategy and creative execution, keeping 100+ concurrent deliverables on time, on brand, and compliant with strict guidelines and approval processes, most recently for a \$12B healthcare system. Strong hands-on experience with Figma, Adobe Creative Cloud (Illustrator, InDesign, Photoshop), and Workfront, paired with a solid marketing foundation from directing communications and marketing strategy across an 11-unit organization. Co-founded and led a communications agency in Brazil before relocating to the U.S. in 2020, rebuilding a career from the ground up and growing back into senior creative leadership.

Authorized to work in the U.S., no sponsorship required

Skills

Creative Operations	Creative Team & Design Resource Management; Agency, Vendor & Freelancer Management; Project & Workflow Management (Workfront, Linear, Trello, Jira, Wrike); Creative Briefs & Project Planning; Cross-Functional & Stakeholder Collaboration
Brand & Campaign	Brand Strategy; Brand Stewardship & Creative Standards; Brand Guidelines Governance; Brand Identity & Visual Identity Systems; Campaign Development & Execution; Art Direction; Visual Storytelling; Design Systems; Marketing Strategy
Design & Craft	Figma; Adobe Creative Cloud (Illustrator, InDesign, Photoshop); Print & Digital Design; Social Media Design; Presentation Design; Design & Production; AI-Enhanced Creative Workflows (ChatGPT/Codex, Claude, Adobe Firefly, Figma AI, Lovable)
Industries	Healthcare; Technology & SaaS; Startups; Education; B2B & B2C
Languages	English (fluent); Portuguese (native)

Employment history

MAR 2025 - JUL 2026, SENIOR DESIGNER

DISRUPTIVE, FL • REMOTE

- Lead brand strategy and campaign systems for Orlando Health, a \$12B not-for-profit healthcare system serving the southeastern U.S. for over 100 years, directing visual identity across its 27-hospital network and major service lines (Jewett Orthopedic, Cancer, Heart & Vascular, Neuroscience), reaching 8M+ patient visits annually.
- Manage 100+ concurrent deliverables in Workfront, supporting workload planning and prioritization across digital, print, and OOH work while leading a creative-desk-style review process to ensure every asset meets brand guidelines and accreditation compliance (U.S. News, Magnet Recognition, Joint Commission).
- Direct co-branded partnerships with Disney, UCF, Baptist Health, Orlando City, and American Heart Association, aligning multiple sets of brand standards and approval processes across simultaneous campaigns.

JUN 2024 - JAN 2025, SENIOR BRAND DESIGNER

BABCO DESIGN SERVICES, CA • REMOTE

- Partnered directly with a founder and a former Airbnb design leader to develop brand and campaign creative for venture-backed startups (seed to Series B+) across AI/ML, proptech, and deep tech, contributing to creative briefs and project planning across a multi-market client base.
- Built investor-facing presentation creative, including for a quantum computing startup, translating technical complexity into brand-aligned visual narratives for active fundraising.
- Developed a scalable social content system for Apolitical (London), maintaining consistency across LinkedIn as the primary brand and creative touchpoint.
- Built the brand identity and creative assets from the ground up for "Apolitical Day," a flagship global summit for public-sector leaders: logo, full visual system, and event materials.

NOV 2021 - APR 2024, CREATIVE DIRECTOR

3NOS AGENCY, BRAZIL · REMOTE

- Continued creative leadership remotely for the agency I co-founded, directing high-impact campaigns for clients across Brazil, Canada, Uruguay, and the U.S., spanning healthcare, technology, education, fashion, and startup/SaaS sectors, across both B2B and B2C markets, contributing to a 20% increase in engagement and conversion for major clients.

APR 2021 - OCT 2021, GRAPHIC DESIGNER (BRAND & SOCIAL MEDIA)

FAMILY CHURCH, FL · REMOTE

- Directed social media content visual design and strategy, ensuring brand consistency across all channels in accordance with the organization's Brand Identity Manual.
- Facilitated cross-functional brainstorming sessions with stakeholders to align creative direction and content strategy.

NOV 2020 - MAR 2021, GRAPHIC DESIGNER

ANNAPURNA SOLUTIONS, TX · REMOTE

- Redesigned the company's investor presentation, securing executive buy-in and supporting successful capital investment for a circular-economy software company serving public sector and government clients.
- Shaped presentation strategy and content structuring, integrating data visualization and infographics into collateral and white papers to strengthen investor communications.

JAN 2016 - JAN 2020, CO-FOUNDER & CREATIVE DIRECTOR

3NOS AGENCY, BRAZIL · ONSITE

- Co-founded a communications agency serving small and mid-sized businesses underserved by larger agencies, leading brand strategy and digital content planning.
- Co-created the agency's brand strategy methodology, a structured framework spanning market diagnostics (SWOT), brand purpose and positioning, personality and tone of voice, buyer personas, and content strategy, applied across client accounts and directly responsible for approximately 80% of total business revenue.
- Led 100+ branding, content, and inbound marketing projects across a wide range of industries, including healthcare, education, construction and home remodeling, fashion, food and hospitality, wellness and fitness, beauty, legal and accounting services, and retail tech, for clients across the U.S., Canada, Brazil, and Uruguay.
- Award winner: created the brand identity and content strategy for "Alice no País das Comidinhas," earning recognition for Excellence in Branding and Social Media Content at the Belo Horizonte Media Awards.

JUL 2010 - JAN 2016, MARKETING & COMMUNICATIONS MANAGER

CHROMOS SCHOOL AND COURSES, BRAZIL · ONSITE

- Directed marketing and communications strategy across 11 school units and 500+ staff, managing a \$300K annual offline/digital marketing budget and coordinating a network of creative resources.
- Planned and executed integrated marketing initiatives, including campaigns, promotions, and content calendars, across all 11 units, building strong hands-on marketing experience alongside brand and creative direction.
- Led a brand repositioning strategy that strengthened market presence in education, resulting in 5 new branches across the state of Minas Gerais, Brazil, with the visual identity and marketing guidelines I developed still in use by the institution today.

Education

2014 - 2015, POSTGRADUATE DEGREE IN DESIGN FOR SMALL BUSINESSES

UNIVERSIDADE DO ESTADO DE MINAS GERAIS (UEMG), BRAZIL

2008 - 2011, BACHELOR'S DEGREE IN GRAPHIC DESIGN

UNIVERSIDADE DO ESTADO DE MINAS GERAIS (UEMG), BRAZIL