Cristina Cruz

Rio de Janeiro, RJ
(21) 98879-1520
cristinamoreirascruz@gmail.com
https://www.linkedin.com/in/cristinamoreirascruz/
Portfolio: https://www.malagadesign.art

OBJECTIVE

Seeking opportunities as a Senior Graphic Designer, Art Director and Creative Coordinator positions, contributing to the development of concepts, key visuals, branding, signage design, campaigns and brand communication across multiple platforms and digital channels.

PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director with over 20 years of experience in branding, visual identity, key visuals, and multichannel campaigns. Skilled in creative concept development, from interpreting briefs to designing and rolling out deliverables, as well as developing and managing brand books and brand systems to ensure consistency across touchpoints. Experience with companies such as Som Livre, TV Globo, CasaShopping, Elliott Wright Group, and Auren Energia, with projects for brands including Sony Music, IKEA, and Accenture. International experience working with multicultural teams in Spain. Experienced in integrating generative AI into creative workflows, with advanced proficiency in Adobe Creative Suite and a strong track record of collaboration with Growth, Marketing, and Digital teams.

EDUCATION

MBA in **Marketing** | FGV, Fundação Getúlio Vargas | 1998
Bachelor's Degree in **Industrial Design with a specialization in Visual Communication Design** | UniverCidade, Centro Universitário da Cidade | 1994

LANGUAGES

English: Fluent
Spanish: Fluent

PROFESSIONAL EXPERIENCE

Málaga Design | 08/2026 to Present
Independent graphic design and art direction studio
Art Director and Senior Graphic Designer

- Creative direction of branding and visual identity projects for clients across diverse industries, from concept to implementation of visual solutions.
- End-to-end project leadership, translating briefs, communication challenges and business objectives into concepts and visual solutions.
- Creation of Key Visuals, multichannel campaigns and social media assets.
- Development and maintenance of brand books and brand systems (colors, typography, imagery and visual elements), ensuring visual consistency across digital and print channels.
- Development of generative AI production workflows to speed up delivery and adapt formats while maintaining brand consistency and visual quality.
- Development of graphic materials for sales proposals and management of multiple concurrent projects, including organization of templates and graphic assets.

outracoisa* | Auren Energia 09/2025 to 07/2026
Assigned to Auren Energia, a sustainable energy company (São Paulo/SP)
Senior Graphic Designer

- Strategic role in Branding and Art Direction, with management and evolution of Auren Energia's visual identity and brand positioning.
- Creation of naming and visual identity for approximately 5 new platform and digital product brands, aligned with Auren's brand architecture.
- Creation of approximately 10 Key Visuals for internal and external campaigns, with online and offline rollouts, requested and overseen by the Growth team.
- Development of visual communications for the platforms' launch event, including all print and digital media assets.
- Development of paid media and social media assets, taking into account each campaign's objective, audience, message and CTA.
- Participation in the art direction of campaigns and videos, in partnership with the video and motion design team, presenting and defending creative proposals to stakeholders.
- Use of generative AI in the creative workflow, applying critical judgment and preserving brand integrity.

Elliott Wright Group (Olivia's La Cala and Eduardo's Italian) | 03/2023 to 06/2025
British-owned group of restaurants and a real estate agency (Málaga and Alicante, Spain)
Design Coordinator

- Coordination of the graphic design, social media, web design, photography, and video teams, with approval authority over all of the group's visual communication.
- Responsible for the visual communication of the group's three companies: Olivia's La Cala and Eduardo's Italian restaurants and Elliott Wright real estate agency.
- Leadership of branding initiatives, including the creation of Key Visuals aligned with brand positioning and business objectives.
- Coordination of the visual creation of multichannel campaigns and social media and paid media assets, ensuring consistent Key Visual application across all channels.
- Development of visual narratives in partnership with sales teams, aligned with client needs.
- Implementation of generative AI production workflows to speed up delivery and adapt formats with brand consistency.
- Collaboration with leadership and multicultural teams across different time zones.

Málaga Design | 01/2017 to 02/2023
Independent graphic design and art direction studio
Art Director and Senior Graphic Designer

- Development of branding and visual identity projects, with creative direction and rollout of solutions across multiple touchpoints.
- Interpretation of briefs and communication needs to create visual solutions aligned with business objectives and brand identity.
- Development of Key Visuals and campaign assets for multiple channels and formats, including social media.

CasaShopping | 09/2012 to 10/2016
One of Latin America's leading design, home décor and architecture shopping centers, spanning 61,500 m²
Senior Graphic Designer and Art Director

- Responsible for visual communication and the shopping center's overall wayfinding and signage system, home to 170 stores and over 200 office suites.
- Creation of over 900 signage pieces (sign design) for the shopping center's 24,000 m² expansion, coordinating 2 mid-level designers.

- Creation of Key Visuals and campaigns for an average of 6 major events per year, such as Casa Cor, Vinhos de Portugal and iSalone Milano, as well as promotions and special activations.
- Creation of the new visual identity for the quarterly Magazine CasaShopping, in print and digital, with a circulation of 120,000 copies and content on architecture, design and décor.
- Creation of internal marketing campaigns.

TV Globo | 06/2010 to 07/2012
Major television network (Estúdios Globo, Projac)
Art Director and Senior Graphic Designer (freelance)

- Art direction and creation of graphic pieces for telenovela pre-production teams at Estúdios Globo (Projac).
- Collaboration with multidisciplinary teams in a high-demand creative environment, managing multiple projects simultaneously.

Som Livre | 05/1999 to 04/2009
Grupo Globo's record label in the music industry
Senior Graphic Designer

- Responsible for the design and art direction of projects for Brazilian and international artists, from concept definition to final graphic design, including oversight of photo shoots.
- Graphic design and art direction of over 300 CD and DVD covers for artists such as Gal Costa, Rita Lee, Paralamas do Sucesso, Baby do Brasil, Moraes Moreira, among others.
- Recipient of the Prêmio Sharp for Best Graphic Design for the CD Zé Ramalho 20 Anos, Antologia Acústica.
- Development of mood boards, key visuals, set design, POS and merchandising materials, including print-ready file preparation and print production oversight.

COURSES AND QUALIFICATIONS

- **AI Applied to the Workplace** | Simplifica Treinamentos | 2026
- **AI Applied to Design** | Polo Digital de Málaga, Spain | 2024
- **UX Design** | Bootcamp - HowEdu
- **Professional Development Program** | Escola Conquer
- **Ontological Coaching** | Newfield, Santiago, Chile
- **Instagram Marketing** | M2BR Academy
- **Design Thinking Experience** | Laje Plataforma de Inovação
- **Typography 2** | Central Saint Martins, University of the Arts London, London
- Advanced Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat); Figma

ADDITIONAL INFORMATION

- International experience: Spain (Elliott Wright Group and L'Opera Royal - Marbella).
- Remote design services for L'Opera Royal Marbella, a restaurant and event venue in Marbella, Spain, from 08/2025 to 08/2026.