

Renata A. Acioli

Art Director & Motion Designer

Brasília, Brazil (GMT-3) · Open to remote worldwide · Full-time & contract
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Art director and motion designer with 6+ years turning ideas into motion for digital campaigns — from concept and script to the final frame. I work across brand films, social content and animated storytelling, and I'm equally comfortable leading a visual direction or shipping fifty assets against a hard deadline. Currently exploring interactive animation with Rive and AI-assisted creative workflows.

CORE SKILLS

- Motion design — 2D, cut-out, kinetic type, brand animation
- Art direction for digital and OOH campaigns
- Illustration and character animation
- Video editing and storytelling for social platforms
- Paid media creatives — Instagram, TikTok, LinkedIn, YouTube
- Branded content and visual systems

Toolkit: Adobe Creative Cloud (After Effects, Illustrator, Photoshop, Premiere, Audition) · AI creative workflow · Figma · Rive · CapCut

Languages: Portuguese (native) · English (professional working proficiency)

EXPERIENCE

Art Director & Motion Designer

Dream Factory Comunicação e Eventos S.A. · April 2020 – Present

- Lead motion and visual design for national B2B and B2C campaigns, including work for **Visa** and **Banco do Brasil**.
- Direct motion for campaigns and events, keeping brand identity consistent across every platform.
- Produce video, animated and static assets for launches, digital ads and branded content.
- Design and edit the agency's annual portfolio videos, used for client outreach and positioning.
- Illustrate and animate explainer content for Banco do Brasil products, including a 10-tip tutorial carried entirely by image and typography, with no voice-over.

Key wins

- Unfolded the **Paris 2024 Olympic campaign** (Ourocard Visa) into **50+ assets in 48 hours**, across every format and audience line, without losing consistency.
- **Cut production time for brand video templates by 30%** by rebuilding them as modular systems.
- Boosted campaign performance with custom animated assets for LinkedIn, Meta Ads and Instagram.

Freelance Motion Designer & Illustrator

Selected clients · concurrent with full-time role

- **CEBRASPE** (2025, project-based) — animated scenes for an employee onboarding film; developed and refined AI prompts to generate visual assets aligned with the script and art direction.
- **Mídia Ninja** (Jan – Nov 2024) — built a modular video template kit, branded intros, transitions and lower-thirds. **Reduced content production time by 50%.**
- **Think Olga & Think Elga** (Sep – Nov 2022) — motion graphics, infographics and explainers on racial justice, gender equality and women's rights, increasing engagement and shares on Instagram.

Graphic Design Intern

Banco do Brasil · November 2018 – May 2020

- Produced animated and static content for national campaigns broadcast in branches and online.
- Shared animation techniques with the team to speed up production and raise quality.
- Delivered tight-deadline projects with a focus on brand consistency.

SELECTED FILM & DIRECTION

- **Director** — *Jack, Adventures of an Old Trash Can*, pilot of an animated series.
- **Animator** — *Clarice's Dream*, cut-out animated feature. **Grande Otelo 2025** for Best Children's Feature Film; three wins at the 56th Brasília Film Festival (Art Direction, Soundtrack, Sound Editing); **30+ festivals** in Brazil and abroad, including Niigata and Tokyo Anime Award Festival (Japan), Havana and IFFI (India). Now streaming on Prime Video, Apple TV and Google Play.
- **Animation & design** — opening and closing vignettes for *Quem partiu é amor de alguém*, a COVID-19 awareness action by the Vigília Silenciosa movement.

EDUCATION

BA in Social Communication — Audiovisual Content

Universidade de Brasília (UnB) · 2020

- Founded and produced **Keyframe**, the university's first animation congress. Studied screenwriting, photography, editing, storyboarding and directing.

Training

- **2D Animation Vocational Course** — Federal Institute of Brasília (IFB), 2021. Character rigging, lip sync and acting for animation.
- **Motion Design Essencial** — Layer Lemonade. Motion systems, transitions and effects.