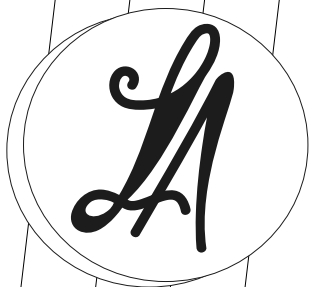


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[ART DIRECTION/DESIGN](#)

[MANA](#)

[LINKEDIN](#)



Luísa Azevedo

Born in **São Paulo, Brazil**, graduated in **communications** with a bachelor in **art direction**, winning the thesis prize on best third sector project, worked in **magazines, fashion brands, and design studios**. Now, living in **Mexico City**, I've explored the **movie industry** and worked alongside culture gems such as Carla Fernandez, La Tempestad and Ethical Fashion Space. Started my ethical fashion brand, **MANA** and am still being inspired everyday on my design quests.

From working inside the creative teams of **major ad agencies** to being a part of the client's side, I have a lot of experience in strategizing budgets, goals and KPI's with brazilian, mexican and the United States markets. Making effective plans of action based in data and research is a fundamental part of my career, both in communication and art direction/design. I've managed to work with buyers and community managers in order to establish the best plan with iteration in order to impact the desired target in campaigns. Was the founder of a communications agency focused on fashion and beauty. Managed projects with **Dafiti, Vogue, GQ, Carmen Steffens, Reinaldo Lourenço, São Paulo Fashion Week** amongst others.

My career has been focused mainly on the challenging **beauty and fashion** markets. Both from luxury to popular retail sides. Always having the main focus to have the best results even with the smallest accounts. The answer is to be effective and assertive. Having had my own agency I know the importance of being responsible when making budgets and approving campaigns. From **Dafiti, to Harper's Bazaar, going through Fashion Week and Vogue**.

Clifton Strengths Top 5: Adaptability; Strategic; Self-Assurance; Activator; Command

EXPERIENCE

MANA

Founder of ethical fashion and upcycling fashion brand
instagram/_manamoda

LATINUS BEAUTY

Senior Art Director and Lead designer
latinusbeauty.com

LAGO

Communications Director
lagodf.com

ETHICAL AND SUSTAINABLE INNOVATION

Private Consultant

CARLA FERNANDEZ

Design and textile innovation connected to artisan communities
carlafernandez.com

GALOPANDO CINE

Graphic Designer
galopandocine.net

VILLAS DE TRANCOSO

Communications and Marketing Coordinator
villasdetrancoso.com

3XT

Founder and Creative Director

HARPER'S BAZAAR BRASIL

Deputy Art Director
harpersbazaar.uol.com.br

OGILVY & MATHER

Art Director
ogilvy.com.br

KALIMO

Textile Designer
kalimo.com.br

ESTUDIO ÁRVORE

Art Director
estudioarvore.com.br

V.ROM

Art Director
cavalera.com.br

ALMAP BBDO

Art Director for Web
almappbdo.com.br

ESTUDIO MOL

Art Director/Illustrator
estudiomol.tv

EDUCATION

ESPM - Escola Superior de Propaganda e Marketing
Bachelor of Social Communications with an specialization in Art Direction Thesis Project: Social Responsibilities on EMBRAER, education and development
(First Prize on third sector thesis)

LONDON COLLEGE OF FASHION/KERING GROUP

Fashion and Sustainability diploma

CREHANA

Motion design complete course

CENTRO CULTURAL BORDER

Biomaterials with Edith Medina (Biology Studio)

SARA PIÑEDA

Advanced natural dyeing

FUNDACIÓN JUMEX

Waist weaving with chiapas representatives

ALUMNI

Complete english course with TOEFL

MUBE

Diploma course on visual arts

LANGUAGES

Spanish - Fluent

English - Fluent

Portuguese - Native

SKILLS

#GraphicDesign #CreativeDirection #Brandingcontent
#Marketing #CRM #Content #Production #SetDirection
#CommunicationsStrategy #Planning #Workshops
#Sustainability #Ethicalfashion #FashionDesign