**GUILHERME DÁVILA COSTA CAVALCANTI**

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**SUMMARY:**

Graphic designer, animator, illustrator and art director. Lover of Visual Arts, I have been drawing since childhood. Graduated in Graphic Design at the Catholic University of Rio (PUC-Rio), I founded along with artist friends the Mimo Studio, in which I directed teams in projects to L’Óreal, Coca-Cola, TV Record and TRIP magazine. Today I am the art director of Studio Beyond, focused on projects to metaverse and UX design to mobile APPs development. As a freelancer I also worked as art director, having the Festival Ilumina communication campaign as a highlight, in which I improved the visual identity of the Festival to match its new dimension, which started to include internationally recognized artists. The Festival Ilumina is an important cultural event at Chapada dos Veadeiros - the region where I live.

Yet in College, I was promoted to art director of the design department of some companies such as SENAC-Rio and Homo Ludens, in which I began as an intern.

As a yoga practitioner and teacher, I learned the importance of calmness and focus to act in a constructive way with groups as to evolve in any aspect of life.

As a musician’s son, I have music as my intimate companion since very young. I’m also a musician and founded 2 rock bands and 2 mantra groups, with songs available at the streaming platforms. Highlights to "Pessoal da Nasa" and "Sita & Gui".

**SOFTWARES AND PLATFORMS:**

Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere, Procreate for iPad, Affinity Designer for iPad, basic notion in HTLM.

**PROFESSIONAL EXPERIENCE :**

2022 • Art Director - Studio Beyond, marketing agency (10 months)

2015 • Freelancer as Art Director, Music Director, Graphic Designer, Illustrator and Animator - several projects (6 years). Highlights:

 2021 • Illustrator - Mattula Souvenirs collection in honor to the Kalunga culture. www.mattula.com.br/kalungas

 2019 • Graphic Designer - Visual Identity and line of label development to Ewé Kombucha. Instagram: @ewekombucha

 2018 • Art Director and Animator - MIF (Manejo Integrado do Fogo / Fire Integral Management) Awareness Campaign. https://youtu.be/i0BpD9hTGW4

2017 • Art Director and Animator - CAR (Cadastro Ambiental Rural / Rural Environmental Registration) Incentive Campaign. https://www.youtube.com/watch?v=-oakpV-PAS4

 2017, 2018, 2019 e 2022 • Art Director - Festival Ilumina. Instagram: @festivalilumina

 2015 • Music Director - children's musical theater show “As Aventuras do Menino Iogue”. https://www.youtube.com/watch?v=c9iTGb4ND1I

2013 • Certified Iyengar Yoga Teacher by the RYMI, Pune, India - Centro de Iyengar Yoga do Rio de Janeiro (2 years)

2007 • Co-founder and Animation Director Cofundador - Estúdio Mimo: Illustration, Animation, Comics and Graphic Novels creation studio (4 years)

2005 • Game designer - WIZ Technologies: mobile games and apps developer company (4 months)

2003 • Graphic Designer Intern, promoted to Art Director - SENAC-Rio, Barra da Tijuca headquarters (1 year)

2002 • Graphic Designer Intern, promoted to Art Director - Homo Ludens: incubated company at Instituto Gênesis of the Catholic University of Rio de Janeiro: PUC-Rio (1 year)

**GRADUATION:**

2007 • Bachelor of Design: Qualification in Visual Communication - Catholic University of Rio de Janeiro: PUC-Rio

2012 • Iyengar Yoga Teacher Certification: Intro 1 level - issued by the RYMI - Pune, India

2013 • Iyengar Yoga Teacher Certification: Intro 2 level - issued by the RYMI - Pune, India

**VOLUNTEERING:**

2019 • I developed the arts for the social money system called “Reciclado” for my town’s recycling association - RecicleAlto. This program transforms recyclable residue in exchange currency for products in the local market.

www.reciclealto.com.br/moeda-social

2018 • I developed the Visual Identity of the Seed Collectors Association - Cerrado de Pé, as well as its website and several illustrations to promote the Association and its income. The Association works with local families’ empowerment to collect and melioration of the Cerrado biome native seeds, contributing to its preservation and restoration, here in Chapada dos Veadeiros, region with great hydrographic relevance, also known as Brazilian “water’s cradle”.

www.cerradodepe.org.br

2017 • I developed the Visual Identity for Rede Contra Fogo. Forest Fire Combat NGO at Chapada dos Veadeiros, of which I’m a member as a volunteer firefighter and graphic designer.

www.redecontrafogo.org.br

**COURSES:**

2020 • Hand Lettering Essentials for Beginners with Mary Kate McDevitt - online Skillshare.com (2 hours)

2010 • Iyengar Yoga Teacher Training Course with Katia DaCosta (3 years)

2009 • Observation Drawing with Bandeira de Melo (1 year)

2006 • HTML Básico - Museu da República, Rio de Janeiro (1 month)

2005 • French language course - École Paris Langues, Paris (1 month)

2004 • French language course - private teacher, Rio de Janeiro (18 months)

1999 • English language course - Britannia, Rio de Janeiro - today: Cultura Inglesa (3 years)

1990 • English language course - TOY, Rio de Janeiro (6 years)

**LANGUAGES:**

• Portuguese fluent (mother language)

• English fluent

• French fluent

• Spanish basic

**AWARDS:**

2016 • CBTIJ (Centro Brasileiro de Teatro para a Infância e Juventude) Award - Best Music Direction for the children's musical theater show “As Aventuras do Menino Iogue”