

DANAË

PIMENTEL DOS SANTOS – ART DIRECTOR

pds.danae@gmail.com

Location: Canada | Open to relocation

Portfolio: <https://www.danaepimenteldossantos.com>

HONORS & AWARDS

Young Ones - Shortlisted x2	2022
Muse Awards - Gold / Silver x2	2022
Adlatina - Cover Feature	2023
Young Shit Ad.Club - Runner-Up	2025

EDUCATION

Master Degree - Mass Communication Studies
Sep 2021 - Jun 2022

Florida International University, Miami, FL

Portfolio Program - Art Direction
2021 - 2022

Miami Ad School, Miami, FL

Bachelor of Business Administration (B.B.A.) - Marketing
and Communication Major
2015 - 2019

EDHEC Business School, Nice, France

Award: Best Idea Contest in partnership with Motorola

Academic Exchange / Erasmus - Marketing and
Communication Major
2018 - 2018

**Católica Lisbon School of Business & Economics,
Lisbon, Portugal**

SKILLS

Adobe Suite, Photoshop, Illustrator, InDesign, Premiere
Pro, Lightroom, Figma, Sketch App, Microsoft, Keynote,
Creative Skills, Ai (MidJourney, chatgpt, Firefly)

LANGUAGES

French: Native
English: Fluent
Portuguese: Fluent
Spanish: Intermediate

CERTIFICATIONS

Adobe Firefly - Professional Certificate - 2026
M+C Saatchi Open House - 2026

EXPERIENCE

Jr ART DIRECTOR Jan 2025 - March 2026

Balloonfish, Canada

- * Art direction across integrated campaigns spanning digital, social, print, and OOH
- * Translate briefs into visual directions and campaign systems
- * Present concepts to internal teams and clients
- * Collaborate with copywriters, strategists, and account teams
- * Support production on video shoots and photoshoots, review layouts, typography, and assets before final delivery

Clients: Affinity Credit Union, Saskatchewan Pension Plan, Bin-sense...

FREELANCE ART DIRECTOR Aug 2024 - Dec 2025

Tungsten, San Francisco, USA

- * Conceptualize and execute digital-first and integrated campaigns
- * Design social media content and website assets
- * Create brochures, posters, flyers, direct mail, and business cards
- * Build presentation decks

Clients: Stanford Medecine School, Matson Logistic, PFC...

Personal Project Year – Founder, Sol de Portugal

- * Created and launched Sol de Portugal, a clothing brand celebrating Portuguese identity

GRAPHIC DESIGNER/ MAC ARTIST Oct 2022 - Aug 2023

Alma DDB

- * Contributed to national and international integrated campaigns across digital, social, print, and video
- * Developed visual concepts and campaign assets aligned with brand strategy
- * Ensured brand consistency, colour accuracy, layout precision, and production quality
- * Coordinated with cross-functional and international teams
- * Supervised interns and supported campaign production timelines
- * Collaborated with copywriters and creative directors to build cohesive visual narratives

Clients: McDonald's, Coors Light, Miller Lite, Sol Beer, Pepsi, Prime Video, Google, Change The Ref, Tobacco Free Florida, QuickBooks, CVS, Wells Fargo, Lilly, State Farm...

CREATIVE INTERN Apr - Aug 2022

Alma DDB

- * Assisted in concept development and visual storytelling
- * Created presentation decks and storyboards
- * Collaborated with copywriters and creative directors

PROJECT MANAGER INTERN Jul - Dec 2019

Happiness Brussels FCB

- * Managed projects and conducted desk research.
- * Coordinated social media campaigns.
- * Worked proactively as a team player and created data visualizations.
- * Collaborated with international teams to achieve project goals.

Clients: Quick, Toyota, Huawei, Bru, Voo, Spa, Eucerin, Nivea