

Art director, motion designer and editor who **ships**. Eight years turning briefs into finished frames — two full show packages for a US pet TV channel, a reusable motion system for an AI studio, **27 vertical edits** for consumer brands, campaign art direction for an Amazon agency, and festival identities produced at live-event pace. I design the statics, animate the titles, cut the video and write the hooks. Three short films, **seven international festival selections**. Native Portuguese, C2 English, comfortable client-facing.

EXPERIENCE

Art Director & Motion Designer — Independent

2018 — PRESENT

Remote · clients in Brazil, the US and Europe

- Built complete **show packages for The Pet Collective**, a US pet-focused TV and digital channel: logo and title design, 3D type, animated intros, bumpers, mortises, lower thirds, key art and thumbnails — delivered as reusable systems so a season stays consistent across broadcast, YouTube and social.
- **Directed and edited three short films** — *Urgent Manifesto*, *Reexist*, *Mona* — into seven international festival selections, including the Weimar Poetry Film Award (Germany) and the Institute of Experimental Arts (Athens).
- Art-directed a paid-social campaign for **Nectar**, an Amazon creative agency whose clients include Colgate, Epson and SharkNinja: concept, key visuals, a modular layout system, and both static and motion placements.
- Produced motion explainers delivered in **16:9 and 9:16 from one design system** — composed for the vertical safe area first rather than cropped afterwards.
- Ran every engagement end to end: first call, proposal, direction, production, delivery. Client-facing in English and Portuguese, across time zones.

Motion Graphics Designer — *A Mensageira*, 12-episode series

MAR 2021 — JAN 2022

Blues Content · São Paulo, Brazil

- Designed and animated the **on-screen computer interface that carries plot** across the series — UI, notifications and interactions, cut to the actors' performances rather than dropped in afterwards.
- Worked directly with directors and editors on timing, typography and visual language so twelve episodes read as one piece.
- Established templates and graphic standards that cut per-episode turnaround without dropping quality.

Video, Motion & Graphic Designer

JAN 2019 — SEP 2020

Fundição Progresso · Rio de Janeiro, Brazil

- In-house at **one of Brazil's largest cultural centres**, producing a week's worth of assets in a day through festival season: posters, animated banners, on-site screens, social, print and crowd-safety explainer videos.
- Designed key visuals and poster series for **Novos Baianos**, **Gal Costa**, **Djonga**, **Criolo** and **O Rappa**, then extended each concept into OOH, digital and social.
- Created the full identity for **Lapa Jazz**, including a motion package that ran on billboards, metro platforms, buses and airport panels. Live deadlines, no reshoots, thousands of people a night — the best training in content velocity I could have had.

TOOLS & AI WORKFLOW

GENERATION	Midjourney · Krea · Runway (image-to-motion) · Adobe Firefly / Generative AI
VOICE & AVATAR	ElevenLabs voice cloning (instant and professional) · avatar video production (HeyGen / Argil class) · script-for-the-ear writing to avoid the synthetic read
CRAFT	After Effects · Premiere Pro · Illustrator · Photoshop · InDesign
PRACTICE	Prompt-to-final pipelines · template and versioning systems · AI disclosure, labelling and C2PA provenance

CORE SKILLS

Video editing — cinematic

Documentary editing

Show & channel branding

Title design

2D animation

Static graphic design for social

Copywriting: hooks, scripts, captions

Short-form for IG, YouTube, TikTok

Vertical-first composition

Storyboarding

Key visual development

Colour

Brand & design systems

Packaging

Data-informed creative decisions

Neuromarketing

Project ownership, brief to delivery

Remote collaboration

SELECTED WORK

The Pet Collective — *Howl O Ween & Love Tails*

Two full show packages for a US pet TV and digital channel.
Logo, 3D title treatment, intro, bumpers, mortises, lower thirds,
key art, thumbnails.

Lapa Jazz — *Fundição Progresso*

Complete festival identity: key art, posters, and a motion
package for billboards, metro, buses and airports.

Nectar — campaign art direction

Key visuals and a modular layout system for paid social; static
and motion placements.

TWELVE FULL CASE STUDIES AT MOISESFILHO.COM

Pretos Novos — *Giramundo / Teatro Correio Léa Garcia*

Key visual and full campaign for a theatre piece on Black
Brazilian history and Yoruba mythology.

Brasil com S

Full art direction for a cultural NFT project funding a Brazilian
cultural centre in Decentraland: identity, avatar collection,
motion.

Encantaria

Packaging system and botanical illustration for a bar-soap line
built on Brazilian folklore.

AWARDS & FESTIVAL SELECTIONS

Urgent Manifesto — short film, direction & editing

Weimar Poetry Film Award (Germany) · Institute of Experimental
Arts, Athens (Greece) · Maldito Festival de Poesia, Albacete
(Spain) · Lift Off Global Network · Linguagem em Foco, Rio de
Janeiro

Reexist — short film

Finalist, Festival Curtaquarentena

Mona — short film

Official Selection, Festival de Tiradentes

EDUCATION

Associate of Arts, Graphic Design

SENAC Technology College RJ · Rio de Janeiro · 2020

Associate of Arts, Cinema

Academia Internacional de Cinema · São Paulo · 2017

3D Character Animation Program

Animation Mentor · Online · 2023 – 2025

English Language Studies

SEDA College · Dublin, Ireland · 2013

CERTIFICATIONS

ADOBE	Generative AI Content Creation
GOOGLE	AI Essentials
NYU TISCH	Animation Industry Essentials
EF	English Certificate — C2
LINKEDIN	30+ completed. Selected: Master After Effects · Advanced Motion Graphics · Video Strategies for High Engagement · Neuromarketing: Tap Into Your Customer's Brain · Consumer Behaviour Using Neuroscience · Advanced Branding · Typography: Type in Motion · Content Creation: Strategy and Tools

LANGUAGES

Portuguese — native

English — C2, professional

Spanish — upper-intermediate

French — elementary