



SOFIA COELHO

art director

DETAILS

PHONE

786.299.3979

EMAIL

gomescoelho.sofia@gmail.com

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe InDesign

Adobe Premiere

Adobe After Effects

Digital Photography

Product Photography

UX/ UI Design

Presentation Design

ACCOLADES

Graphis New Talent 2020
Silver

Graphis New Talent 2020
Honorable Mention

D&AD Future Impact 2019
Shortlisted

RSA Awards 2018/19
Shortlisted

AFF District ADDY 2019
Silver

Adobe Achievement Awards
2018 *Finalist*

Adobe Achievement Awards
2018 *Semifinalist*

Miami Ad School Awards
2018 *Top Dog*

Ads of The World 2019
Category Integrated

Ads of The World 2019
Category Digital Creative

Conscience Awards 2019
Shortlisted

PROFILE

Passionate and experienced Art Director with a proven track record of successfully leading art direction for projects, and achieving high levels of client satisfaction. Adept in overseeing all visual aspects of a project and offering design solutions when needed. Bringing forth strong leadership skills, and the creativity necessary to effectively oversee creative development and design processes.

WORK EXPERIENCE

Art Director, BBH USA

New York

Apr 2021 — present

- Concepted and developed brand campaigns alongside my creative directors.
- Art directed photoshoots and commercials.
- Balanced multiple projects at once, and prioritized according to need and importance
- Brought forth the ability to conceptualize and design with limited assets.

Clients: Google Shopping, Google TV, Brighthouse Financial, Samsung, Netflix, Barbie, Ad Council

Freelance Art Director

Jan 2017 — Apr 2021

- Concepted and developed brand identity.
- Worked closely with clients to meet budget and deadlines.
- Lead creative photoshoots.
- Developed websites.
- Brought forth the ability to conceptualize and design with limited assets.
- Balanced multiple projects at once, and prioritized according to need and importance.
- Performed thorough field research, leading to more effective advertisement strategies.

Clients: Nymi, DMA, The Raw Fit, Mortgage Relief 360, Bake & Brew Cafe

Intern Art Director, Ogilvy

Miami

Sep 2019 — Dec 2019

Intern Art Director, Virtue/ Vice

Vienna

Mar 2019 — Jun 2019

EDUCATION

Art Direction Portfolio, Miami Ad School

Miami

Jan 2018 — Dec 2019

High School Diploma, Colegio Catarinense

Florianópolis

Sep 2013 — May 2016

LANGUAGES

English



Portuguese



Spanish



LINKS

[Portfolio](#)

[Linkedin](#)