



**FABIO
FABITOS**
CREATIVE STRATEGY

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   **FABIOFABITOS**

SENIOR GRAPHIC DESIGNER + STRATEGIC PLANNER

PROFESSIONAL PROFILE

Senior graphic designer and strategic planner with over 20 years of experience across branding, brand experiences and activations, events, digital and integrated communication agencies.

Hands-on and collaborative work style, contributing to creative concepts development, art direction and brand strategy while working closely with multidisciplinary teams.

Experienced in leadership roles and as a senior individual contributor, delivering solutions aligned with DNA, business goals and project-specific needs.

CORE SKILLS

Senior Graphic Designer (press and digital) • Strategic Planning • Concept Development • Creative Collaboration

Working across:

Branding • Events • Brand Strategy, Activation and Experience • Experience Design
• Integrated 360 Campaigns • Web and Social Media • Online & Offline Promotions • Incentive Programs

PROFESSIONAL EXPERIENCE

FF CRIAÇÃO ESTRATÉGICA / Freelancer (Jan 2025 - Present / Jan 2015 - Mar 2017)

Senior graphic designer and strategic planner with over 20 years of experience across events, branding, brand experiences and activations, digital and integrated communication agencies. Experienced in leadership roles and as a senior individual contributor, delivering solutions aligned with DNA, business goals and project-specific needs.

TSB ETC / Creative and Strategic Planning Director (Apr 2023 - Dec 2023)

Creative and Strategic Planning leadership within an Events, Brand Experience and activation and Incentive agency, with active involvement in strategy development, creative concept, and creative solutions for events (live and virtual), brand experience and activations, incentive programs and trips, hand-on leadership, working closely with multidisciplinary teams.

TEAR CREATIVE LAB / Creative and Strategic Planning Director (Mar 2020 - Jan 2025)

Creative and Strategic Planning leadership within a creative and strategic collective, with active involvement in strategy development, creative concept and creative solutions across branding, digital platforms, events (live and virtual), brand strategy, experiences and activations, and incentive programs, collaborating with multidisciplinary and international teams.

MILLGPJ / Creative and Strategic Planning Director (Mar 2017 - Oct 2017)

Creative and Strategic Planning leadership within an Events, Promotion Initiatives, Brand Experience and Activation agency. Collaborative and hands-on work with active involvement in strategy development, creative concept and creative execution for events (live and virtual), brand experiences and activations, in close collaboration with multidisciplinary teams.

Trade Mais / Creative and Strategic Planning Director (Apr 2014 - Dec 2014)

Creative and Strategic Planning leadership within a Trade Marketing agency, leading the development of strategies and concepts for online and offline promotions, point-of-sale materials, product launches, sampling and consumer trial initiatives. Hands-on leadership working closely with creative and planning teams.

Fanclube / Creative Director (Set 2013 - Nov 2013)

Creative and Strategic Planning leadership within a Sports Marketing agency, working on the development of strategies, creative concepts and brand experiences for sports events, promotional initiatives and fan engagement programs. Contributed to projects for major clients, including leading Brazilian football clubs such as São Paulo F.C., Sport Club Corinthians Paulista and Clube de Regatas do Flamengo and others; as well as brands like Gatorade and other players within the sports ecosystem.

Mix Brand Experience / Senior Graphic Designer (Aug 2012 - Jun 2013)

Senior Graphic Designer within a Brand Experience and Events agency, contributing to the development of creative and strategic solutions for online and in-person promotions, brand activations and experiences, product launches, point-of-sale (POS) and trade marketing materials. Focused on creative concept development, graphic design and art direction, integrating creativity, strategy and execution to deliver tangible results for brands and enhance consumer engagement.





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Bê **ig** **in** **FABIOFABITOS**

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PROFESSIONAL EXPERIENCE

Samba / Head of Art (Set 2011 - Apr 2012)

Creative Head within an Events and Brand Experience agency, working on the development and creative direction of solutions for events, brand experiences and activations, conventions and trade shows, online and on-site promotions, product launches, trade marketing and point-of-sale (POS) materials. Hands-on and collaborative work alongside multidisciplinary teams.

Banco de Eventos / Senior Graphic Designer (Oct 2008 - Aug 2011)

Senior Art Director within an Events and Brand Experience agency, responsible for the development of creative and strategic solutions for corporative events, conventions and trade shows, online and in-person promotions, brand experiences and activations, product launches, point-of-sale trade marketing materials and incentive programs.

Copirite Design, Print and Digital (Australia) / Graphic Designer (Jul 2007 - Dec 2007)

Graphic Designer selected to join a multidisciplinary, international team within the Hospitality and Entertainment sector during a professional experience in Australia. Contributed to the development of visual solutions for events, brand experiences and activations, product launches and branding projects.

Super Produções / Senior Graphic Designer (Nov 2001 - Apr 2007)

Senior Graphic Designer within an Events and Brand Experience agency, responsible for the development of creative and strategic solutions for events, conventions and trade shows, online and in-person promotions, brand experiences and activations, product launches, trade marketing and point-of-sale (POS) materials and incentive programs.

Start / Trainee - Graphic Designer (1995)

CLIENTS

- Absolut • Ambev • Assaí Atacadista • Avon • Banco GM • Bayer • Bradesco • Brastemp • BRF • Carrefour • CAIXA
- Citroën • Chevrolet • Chrysler • Claro • Consul • C&A • Diageo • Danone • Editora Abril • Ford • Fiat • Gatorade
- Hyundai • Honda • IBM • iFood • Itaú • J&J • Mastercard • Mercedes-Benz • Microsoft • Motorola • Natura • Nestlé
- Nokia • Oracle • Oi • Pirelli • Pepsico • Perdigão • Pernod Ricard • Perrier • Philips • Renault • Renner • Royal Enfield
- Sadia • Salesforce • Samsung • SKY • Tetra Pak • Toyota • Unidas • Unilever • Visa • VW • XP Investimentos

EDUCATION

Posgraduate Degree | Brand Experience and Management

IED - Istituto Europeo di Design | 2016

Posgraduate Degree | Product Design with Digital Interface

FAAP - Faculdade Armando Alvares Penteado | 2014

Posgraduate Specialization | Branding Management

Faculdade Belas Artes de São Paulo (2015)

Bacharel's Degree | Advertising and Marketing

UNIP - Universidade Paulista (1995 - 1999)

MBA | ESG Project Management

FGV - Fundação Getúlio Vargas | 2024 (not completed)

TOOL & PLATAFORMS

Design & Creative_

Adobe Creative Cloud
(Illustrator, Photoshop, InDesign, Bridge e Acrobat)

Digital, UI & Web_

Adobe XD, Sketch, Figma, Zeplin, Invision,
Wix Editor, WordPress

Strategy, Planning & Deck Development_

Keynote, PowerPoint, Miro, Google Slides

Artificial Intelligency & Generative AI_

Midjourney, Adobe Firefly, ChatGPT, Gemini

Project Management_

Monday, Trello, Asana, Clockify, Publi, Flow, Cora

LANGUAGES

Portuguese | Native • English | Advanced • Spanish | Basic