



📍 São Paulo, Brazil

✉️ ricargk@gmail.com

🌐 www.ricardorgk.com

🌐 linkedin.com/in/ricardokuba

CORE SKILLS

Brand Systems

Multi-channel Design

Creative Strategy

Marketing Design

Digital Campaigns

Visual Storytelling

Prototyping (Figma)

Interaction Design

UX Design

Art Direction

TOOLS

Figma

Generative AI Tools

Blender

Adobe Creative Suite

Ricardo Kuba

Senior Brand & Marketing Designer

SUMMARY

Senior Brand and Marketing Designer with 8+ years of experience creating brand systems, digital campaigns, and user-centered visual experiences.

Background in advertising and UX, combining strong art direction with digital marketing and product design thinking. Experienced working with global brands across healthcare, consumer goods, and technology.

EXPERIENCE

Senior Art Director

Atlanta, GA

Acadia.io

May 2026 - Present

Develop digital creative assets for e-commerce and digital marketing campaigns, leveraging generative AI (Magnific, Freepik AI), Figma, motion design, and video editing to streamline production and enhance creative quality.

Create Amazon A+ Content and Product Detail Pages (PDPs), edit UGC videos, and produce social media content for brands including Fresh Thyme Market, Kidde, OneMain Financial, Sky Zone, TRUBAR, Reduce, and Throne.

Senior Art Director

São Paulo, SP

Ketchum

Nov 2024 - May 2026

Led the development of integrated digital campaigns and visual systems for global brands including Johnson & Johnson Innovative Medicine and Samsung Ads.

- Designed multi-platform campaign assets across web, social, and video
- Translated brand strategy into scalable visual systems and digital experiences
- Collaborated with cross-functional teams to deliver integrated creative solutions
- Applied UX and visual storytelling principles to improve engagement

Senior Art Director

Ängelholm, SE

GreenEmissions

Jul 2021 - Present

Led the creation of the company's brand identity and digital presence from the ground up.

- Developed the visual identity system and brand guidelines
- Designed website and digital communication materials
- Created pitch decks and visual assets for investor communication
- Directed brand consistency across all touchpoints

Ricardo Kuba - Senior Brand & Marketing Designer

www.ricardorgk.com



São Paulo, Brazil

ricargk@gmail.com

www.ricardorgk.com

linkedin.com/in/ricardokuba

CORE SKILLS

Brand Systems

Multi-channel Design

Creative Strategy

Marketing Design

Digital Campaigns

Visual Storytelling

Prototyping (Figma)

Interaction Design

UX Design

Art Direction

TOOLS

Figma

Generative AI Tools

Blender

Adobe Creative Suite

Ricardo Kuba

Senior Brand & Marketing Designer

EXPERIENCE

UX Designer & Art Director São Paulo, SP

FCB Health (IPG Health) Jul 2025 - Nov 2025

Designed digital experiences and marketing assets for global pharmaceutical brands.

- Created responsive web pages and interactive prototypes in Figma
- Developed landing pages, email campaigns, and social media assets
- Translated complex medical content into clear visual communication
- Collaborated with multidisciplinary teams including medical and strategy

Graphic Designer

São Paulo, SP

Jüsto

May 2023 - Jun 2024

Developed brand communication and marketing assets across multiple channels for a technology-driven grocery platform.

- Designed digital campaigns, social media, and app communication
- Created motion graphics and promotional content
- Developed branded materials for logistics and delivery operations
- Maintained visual consistency across all brand touchpoints

**Art Director/
Graphic Designer**

São Paulo, SP

Score Group

Mar 2020 - Dec 2022

Produced retail and brand activation campaigns for major consumer brands including Budweiser, Stella Artois, Corona, and Pepsi.

- Designed point-of-sale materials and retail activation systems
- Developed visual merchandising assets for nationwide campaigns
- Created the Rack Soft display for Spaten's launch in Brazil
- Awarded Silver at the POPAI Brasil Awards

Art Director

São Paulo, SP

McCann Health

2018 - 2020

Developed campaign assets and visual communication for global healthcare brands.

- Created key visuals, presentations, and campaign materials
- Collaborated with cross-functional teams to deliver integrated campaigns

Ricardo Kuba - Senior Brand & Marketing Designer

www.ricardorgk.com



São Paulo, Brazil



ricargk@gmail.com



www.ricardorgk.com



linkedin.com/in/ricardokuba

CORE SKILLS

Brand Systems

Multi-channel Design

Creative Strategy

Marketing Design

Digital Campaigns

Visual Storytelling

Prototyping (Figma)

Interaction Design

UX Design

Art Direction

TOOLS

Figma

Generative AI Tools

Blender

Adobe Creative Suite

Ricardo Kuba

Senior Brand & Marketing Designer

EDUCATION

University of São Paulo (USP)

Bachelor's Degree in Advertising

Université Lumière Lyon 2

Media & Communication