**Rafael Brito Mancini**

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**Creative Director, 3D Animator & Motion Artist**

Fast working and self-motivated creative director with a strong sense of ownership and driven by inspiration. Excels in collaborative teamwork environment and positions that require strong leadership and artistic talent. Focused on professional growth by working with the most talented professionals in advertising, animation and VFX industries. Works effectively with senior leaders to drive key growth initiatives by developing and executing new production strategies, as well as building and managing cross-functional teams. Passionate about new products, technologies and serving clients. **Fluent in English and Portuguese. Core competencies include:**

Senior Art Director ∙ 3D Generalist ∙ Motion Design ∙ Video Editor ∙ Post Production Artist ∙ Project Management ∙ Problem Solving ∙ Technology ∙ DOOH / Digital Signage ∙ Leadership ∙ Fast working



**PROFESSIONAL EXPERIENCE**

**MOG DESIGN** ∙ São Paulo, Brazil ∙ Oct 2009 – Present

Mog is an advertising and design agency specialized in digital signage – DOOH content.

**Creative Director** – current position

Responsible for all studio end-to-end productions from conceptualizing, storyboard and script creation to copywriting and overseeing company pipeline and budgeting. Serves customers by delivering strategic media projects and manages relationships with key accounts including Samsung, LG, Disney, Universal Pictures, Warner, Paramount, Paris Filmes, Cinemark, Itaú Bank, Bradesco Bank, Espaço Itaú de Cinema, Cirque du Soleil, Flix Media and Time4Fun.

**Production Director** – Jan 2012 – Dec 2016

**Led team focused on** computer-generated imagery (CGI) productions, specializing in 2D/3D animation for digital signage and movie theater content. Managed studio quality standards and researched new technologies and techniques to promote product differentiation.

* Coordinated new production pipelines shrinking deadlines by 50% while continuously improving quality.
* Developed 3D-Stereo animation techniques for advertising in São Paulo’s top movie theaters.
* Introduced Digital Cinema Package features and capabilities to studio infrastructure, allowing the team to perform groundbreaking compressions.

**Art Director / Motion Designer and 3D Generalist** – Oct 2009 – Dec 2011

Directed creative productions in 3D animation and motion design for Digital Out Of Home spots and templates such as menu boards and box offices.

* **Developed expertise in** Autodesk Maya, After Effects, Premiere, Photoshop and Illustrator.
* Explored multiple digital formats, video compressions and animation techniques used in DOOH content.

**FREELANCER ART DIRECTOR AND 3D GENERALIST** ∙ São Paulo, Brazil ∙ Jan 2008 – Sep 2009

Acted as a freelancer for a number of studios and startups working with digital animation. Focused on art direction, 3D animation, compositing and editing. Experimented with cutting-edge motion design projects that years later defined industry standards.

**SINGULAR MEDIA PROJECTS** ∙ São Paulo, Brazil ∙ Feb 2007 – Dec 2007

Singular is a video and 3D animation studio.

**Art Director / 3D Generalist**

Received invitation from former instructor to join him on his new video production and animation studio as a generalist art director.

* Helped a small team of creative and technical professionals as a 3D generalist and compositor.
* Performed modeling, character rigging and animation, rendering, compositing and editing.

**CREATURA 3D** ∙ São Paulo, Brazil ∙ Ago 2006 – Dec 2006

Creatura is a boutique 3D animation studio.

**Art Director / 3D Generalist**

After spending 6 months studying Animation, Maya and After Effects this is my first professional experience in a studio.

* Developed skill set around Autodesk Maya, After Effects, Photoshop and Illustrator.
* Collaborated with a team of strong creative and technical professionals to give birth to 3D animations.
* Delivered projects involving character rigging, 3D character animation, rendering, compositing and editing for clients such as *TV Globo*, *Xuxa Produções* and Lacta.

**CONSULTE PUBLICIDADE E PROPAGANDA** ∙ São Paulo, Brazil ∙ Jan 2005 – Dec 2005

Advertising and marketing agency.

**Art Director**

Developed visual concepts and final art for commercial, mailer, brochure and other advertisement formats.

* Specialized in Photoshop, InDesign, Illustrator and Flash.
* Acted as art director, developing new ideas and visual concepts for clients such as Crefisa and Friboi.

**CIE BRASIL** ∙ São Paulo, Brazil ∙ Feb 2004 – Dec 2004

CIE Brasil was a branch of a Mexican live entertainment company. The company has been reorganized and is currently named T4F – Time for Fun.

**Marketing Assistant Intern**

Worked for the in-house agency as an assistant art director dedicated to advertising for live events.

* Worked mostly with Photoshop, QuarkXpress and FreeHand.
* Helped creative teams to develop new visual content and adapt existing formats to optimized promotion for live concerts.

**ESTUDIO DE SOM ESPM** ∙ São Paulo, Brazil ∙ Jan 2003 – Dec 2003

ESPM - *Escola Superior de Propaganda e Marketing* is a leading Brazilian advertising, marketing and business administration university.

**Production Assistant Intern**

Production and recording of spots and music in the ESPM sound recording studio.

* Learned how to produce, work with ProTools, operate a professional sound table, set up studio recordings, etc.



**EDUCATION**

**PLURALSIGHT**

The technology skills platform. 2019 - Present.

**CG WORKSHOPS**

CG Society / Ballistic Workshop: Advanced photorealism with mentalRay ∙ 2010

**DRC School of Visual Effects**

3D in Maya / Motion Graphics in After Effects / Non-linear editing in Premiere ∙ São Paulo, Brazil ∙ 2007

**Bachelor in Advertising**

ESPM – Escola Superior de Propaganda e Marketing ∙ São Paulo, Brazil ∙ 2005

**Lincoln Community High School**

Senior year foreign exchange student ∙ Lincoln - IL, USA ∙ 2001

**Instituto de Educação São Miguel Arcanjo**

São Paulo, Brazil ∙ 2000