

EDUARDO YOSHIO INOUE

Curitiba, PR - Brazil | +55 41 99129 3175

eduardo@espressodesign.com.br | www.espressodesign.com.br

LinkedIn: linkedin.com/in/mailperme

EXECUTIVE SUMMARY

Creative Direction & Design Lead with over 20 years of experience shaping brand experiences, art direction, retail design, and 360° integrated campaigns for global brands. Pioneer in integrating Generative AI and developing custom Web Apps (React/Next.js) focused on optimizing creative workflows (Design Ops) and driving team productivity.

CORE COMPETENCIES

- **Leadership & Operations:** Art Direction, Creative Team Management, Design Ops, Pre-production & Post-production Management.
- **Strategy & Brand Design:** Key Visuals (KV), Branding, Editorial Design, Retail Design & Point of Sale (POS).
- **Innovation & Creative Tech:** Generative AI (Prompt Engineering & Workflows), Web App Prototyping (React/Next.js), Low-Code Solutions.

PROFESSIONAL EXPERIENCE

- **HouseCricket Digital Direct** (June 2018 – Present)

Role: Art Direction & Design Lead

Direct management of the design team, overseeing projects from concept to final delivery.

Implementation of Design Ops and Generative AI initiatives.

Conception and development of proprietary Web Apps (utilizing React, Next.js, and AI tools).

Active participation in award-winning campaigns at the ABEMD Awards (2024–2026), including “Best Creation” and “Best of the Best” trophies.

- **Brand and Brand Publicidade** (August 2017 – May 2018)

Role: Art Director / Designer

- **WeShape Creatives** (May 2012 – January 2017)

Role: Designer

- **View Editores** (Agosto de 2008 a Março de 2011)

Role: Art Editor / Designer

CLIENT LIST (SELECT BRAND EXPERIENCE)

Nike, L'Occitane, Corteva Agriscience, Brevant Seeds, Unilever, Ferrero, Ambev, O Boticário, Toyota, Nissan, CNH, Sony, Electrolux, Mattel, PUC PR, Marcelino Champagnat Hospital.

AWARDS & RECOGNITION

- **ABEMD Awards:** Multiple awards at HouseCricket, including "Best Creation," "Best of the Best," Gold, Silver, and Bronze trophies for Corteva Agriscience and Brevant Seeds campaigns.
 - Corteva Agriscience - Linha Pastagem 65 anos
 - Brevant Sementes - Só Pode Ser Agrônomo
 - Pasto Extraordinário - Dia do Pecuarista
 - Brevant Sementes - Dia do Sorgo
 - Brevant Sementes - 5 anos da marca
 - Corteva Agriscience - Amor que vem da terra
- **Colunistas Promo Paraná Award:** Silver Medal (Internal Marketing / Endomarketing) for the Nissan "Xpedition" campaign, for MBA Marketing Promocional.
- **Colunistas Paraná Award:** Bronze Medal (Public Services) for the City of Curitiba "Repórter Cidadão" campaign, for CCZ Comunicação.

EDUCATION & CERTIFICATIONS

- Bachelor's Degree in Industrial Design – Graphic Design (PUC-PR, 2004)
- Retail Customer Experience Executive Course – BrainBox Design (2014)
- Abril Journalism Executive Course – Editora Abril (2006)
- Languages: Portuguese (Native), English (Advanced), Italian (Intermediate)

TECHNICAL SKILLS & TOOLS

- **Design & Creation:** Adobe Creative Cloud (Advanced).
- **Executive Presentations:** Keynote, PowerPoint, Pages, Office.
- **Creative Tech & Digital Leadership:** Generative AI Workflows, React/Next.js, HTML5/CSS, PHP/WordPress.