

JÚLIA NOVAES

Visual / UI Designer · Product Design

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SUMMARY

UI Designer with over 10 years of experience translating business and brand objectives into cohesive, high-impact visual systems for global brands such as Coca-Cola, Samsung, Coach, and New Balance. Experience in UI Design, Design Systems, and scalable digital solutions, with results such as +86% in production speed via generative AI and audience growth of 47% and 22% across different accounts. Proficient in Figma, prototyping, wireframing, components, and product design fundamentals.

SKILLS

UI/ Product Design: User Interface Design · Figma · Design Systems · Visual Design · Prototyping · Wireframing · Components · Interaction Design · User Flows · UX Design · Design Thinking · User Research

Art Direction & Visual Design: Brand Identity · Campaign Design · Illustration · Motion Design · Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Art Director | Omnicom

May 2022 – Present

Development of scalable visual systems and campaign rollout for local and global brands, across digital and retail channels; applying cross-platform consistency, design systems thinking, and exploration of emerging technologies (generative AI) to optimize production workflows.

- Identified the limitation of traditional photoshoot production as a bottleneck to meeting demand for fresh, relevant content for Diageo's consumers — developed a scalable visual asset production system using generative AI (ChatGPT), eliminating that dependency for website and social media materials and increasing delivery speed by over 86%.
- Developed a central visual framework (key visual) for Diageo campaigns (premium spirits brands such as Tanqueray, Johnnie Walker, and Smirnoff) using the Adobe suite, creating a coherent and replicable system consistently rolled out across media and point-of-sale materials, activated in all 5 regions of Brazil — ensuring scalability and visual consistency of the campaign at a national level.
- Worked in the discovery and ideation phase of campaigns for 3 global FMCG brands (P&G, Reckitt, and Diageo), identifying gaps between each brand's positioning and target audience perception, and translating those insights into concepts and visual narratives aligned with client needs.
- Identified, based on audience and performance data provided by the social media team, opportunities to better align visual content with the behavior and interests of the Lunare and The-Bar audiences — applied these insights combined with generative AI (ChatGPT) to speed up asset production, resulting in a 47% increase in followers for Lunare and 22% for The-Bar.

Art Director (Freelance) | Mutato

Jun 2022 – Dec 2022

Visual concept development and creative execution for pitches and campaigns of global brands, combining discovery, key visual creation, and rollout of cohesive visual systems

- Managed the replication of visual assets across five media platforms (LinkedIn Ads, YouTube, Instagram, Facebook, and DV360) for Samsung campaigns, adapting format and aspect ratio without losing brand consistency — a workflow applied to over 21 digital campaigns over 7 months.
- Took part in the pitch for Estée Lauder and MAC, contributing to the team's planning of an awareness campaign (digital and offline) centered on immersive experience, translating the brands' added-value positioning.
- Developed an illustrated key visual for Coca-Cola's "Jovem Aprendiz" (Young Apprentice) campaign (in partnership with Mutato's Indique program), creating modular assets easily rolled out across other communication materials, with a playful visual language connecting the proposal to a young audience — resulting in over 300 applications and 20 candidates selected for the training program.
- Translated text-based content into visual pieces for the social media of brands such as B3 and Ipanema, adapting brand language into a cohesive, shareable digital format.

Art Department Coordinator / Art Director | Grupo Aste

Aug 2021 – Jan 2022

Progressed into design team leadership, acting as a bridge between design, marketing, and CRM — combining people and timeline management with design decisions driven by user behavior data, on campaigns for global brands such as New Balance, Coach, and Kipling.

- Observed, based on CRM and user behavior data, opportunities to improve click-through rates for email marketing campaigns for 3 global brands (New Balance, Coach, and Kipling) across 5 platforms — applied these insights to guide design decisions and adapt global brand guidelines to the national market, observing a consistent increase in click-through rate over 8 months.
- Managed a team of 3 designers, ensuring quality, deadlines, and alignment of deliverables with client demands, while supporting individual team development based on learnings from previous deliveries.
- Represented the design team as the point of contact between the marketing and CRM areas, organizing timelines, mapping demands, and identifying where design could add value to the process — acting as a link between business strategy and creative execution.

Art Director / Designer | Press à Porter Gestão de Imagem

Dec 2019 – Jul 2021

End-to-end multidisciplinary involvement in the creative process — from briefing to final delivery — for clients in the food industry, across digital and print formats, leading the design team in collaboration with account management, photography, and clients.

- Worked end-to-end on visual identity creation with a high degree of autonomy for 3 national clients in the food industry, producing multidisciplinary materials — image editing, animations, printed pieces, press kits, and social media content — consolidating a single point of creative responsibility per client.
- Collaborated directly with clients and account teams, actively taking part in briefings to gather needs and requirements before execution — translating PR strategies into visual narratives aligned with client objectives.
- Managed workflows and mentored a junior designer, establishing quality standards and ensuring consistency across the team's deliverables.

EDUCATION

Bachelor's in Graphic Design | Universidade Anhembi Morumbi

Jan 2015 – Dec 2018

Specialization in Illustration | EBAC – British School of Creative Arts

Mar 2020 – Feb 2022

Digital Product Design (Course) | Aprender Design

Aug 2025 – Dec 2025

LANGUAGES

Native Portuguese · Fluent English · Intermediate French · Basic Spanish

HONORS & ADDITIONAL INFORMATION

- Selected for the Brazilian Graphic Design Biennial (ADG Brasil, 2019), an editorial and typography project developed at Universidade Anhembi Morumbi.
- Selected for the group exhibition "Contínua" at Galeria de Arte Luis Maluf (2022).