

# Felipe Diefenbach

art director / designer

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**Address:** 440 Wisard St, Apartment 02 - São Paulo - SP - Brazil

**Phone:** + 55 11 99266.4569

**Date of birth:** July 14th, 1976

**Nationality:** Brazilian

**Speak:** Brazilian Portuguese (native speaker). Business English and Spanish

**Website:** [www.felipediefenbach.net](http://www.felipediefenbach.net)

**E-mail:** [felipeddd@gmail.com](mailto:felipeddd@gmail.com)

## INTRODUCTION

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Hello, my name is Felipe Diefenbach.

The passion for communication started early in my life in my father's print shop.

How could this 9-employee business reach thousands of people out there?

I saw that with design my creativity could speak universally to everyone regardless of language, or culture. Curiosity feeds creativity. I discovered that the world went far beyond my father's Heidelberg. With that in mind and having had the opportunity to work with talented people from different backgrounds and origins, I have received recognition winning major awards globally, Cannes, One Show, Clio Health and Tomorrow Awards.

My youth in a more traditional environment made me learn to work in any media and aroused the will in developing ever more comprehensive projects in a different way from everything I have done before.

## EDUCATION AND WORK TIMELINE

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**1985 - 1993:** Elementary and High School in Israeli School of Porto Alegre.

**1994 - 1999:** University Degree on Social Communication and Advertising - PUC-RS  
Porto Alegre - Brazil / (Catholic University) [www.pucrs.br/famecos/](http://www.pucrs.br/famecos/)

**1996 - 2002:** Started to work in advertising as Assistant Art Director (1998 - 2000)  
and as Art Director (2000- 2002) at the ESCALA agency in Porto Alegre.

**2002 - 2004:** Art Director at Paim Comunicação - Porto Alegre.

**2004 - 2007:** Moved to São Paulo to work as Art Director at Newcomm (WPP group)

**2007 - 2010:** Art director/designer - LDC (Omnicom group)

**2010 - 2011:** Art director/designer - TV1 (brazilian communication group)

**2011 - 2015:** Senior Art director/Graphic designer - Tudo Agency (Omnicom group)

**2016 - 2019:** Senior Art director/Graphic designer - Havas Health&YOU

**2019 - :** Freelance Senior Art director/Graphic designer - Flag.cx and Mccann/Health

**Jan - Mar 2020:** UX/UI -Interface Design Fundamentals on USP/Coursera - [See credential](#)

## DETAILED WORK EXPERIENCE

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### **MCI-GROUP**

#### **Senior Art Director/Graphic Designer**

2021 -

I develop multi-channel point-of-contact solutions that engage and bring people together. Art direction, design, branding, content and experiences for clients like Amazon, Astrazeneca and Scania transport solutions.

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### **FREELANCER**

#### **Senior Art Director/Graphic Designer**

2019 - 2021

Design and art direction for projects with the agencies Flag.cx and Mccann/Health for Absolut, Facebook, Mate Leão and Abbott Laboratories. Also I did websites for Ego Kill Talent (rock band), MTS Agência Literária and Itaú Social.

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### **HAVAS HEALTH&YOU**

#### **Senior Art Director/Graphic Designer**

2016 - 2019 / São Paulo

Worked in integrated advertising campaigns and branding projects for clients such as Arla Foods, Danone, Novartis, Sanofi, Takeda Pharmaceutical, Teva Pharmaceutical, and among others. Eventually working from São Paulo to Havas Worldwide offices in Boston/USA, London/UK and Manchester/UK.

**Awards: 2 Cannes Lions. 1 One Show. 3 Clio Health**

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### **TUDO AGENCY (OMNICOM GROUP)**

#### **Senior Art Director/Graphic Designer**

2011 - 2015 / São Paulo

Developed integrated advertising campaigns, branding, promo and activation projects for clients such as Samsung, Hyundai, Nestlé, Itaú, Whirlpool, Heinz and Braskem.

**Awards: Wave Festival shortlist / 10 Ampro Globe Awards / Best ads on tv - Best outdoor of the week**

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### **TV1 (BRAZILIAN COMMUNICATION GROUP)**

#### **Art Director/Graphic Designer**

2010 - 2011 / São Paulo

Design offline/digital and integrated campaigns for Clinique and Semina Laboratories

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### **LDC (OMNICOM GROUP)**

#### **Art Director/Graphic Designer**

2007 - 2010 / São Paulo

I worked in advertising projects and branding for relevant clients like BRMalls, São Luis University, Red Bull and Mtv, also participated in the development to won pitches for important brands: Peugeot and Nextel.

**Awards: Tomorrow Awards shortlist**

## **NEWCOMM** (WPP GROUP)

### **Art Director**

2004 - 2007 / São Paulo

Invited to work in São Paulo here I did creation, design offline/digital campaigns and promo for clients as Asics and Onitsuka Tiger, Decathlon Sports and Safra Bank.

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## **PAIM COMUNICAÇÃO**

### **Art Director**

2002 - 2004 / Porto Alegre

It was my second employment. There I did art direction and design of innovative offline/digital advertising and promo campaigns for the clients JC Penney Renner and Honda Retailers.

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## **ESCALA**

### **Art Director**

1998 - 2002 / Porto Alegre

My first experience in the advertising market. I started as an art direction assistant until I became a art director. Here I was able to learn the basics with several professionals and even develop campaigns for important clients in the national market as Telefônica, Grendene and John Deere.

Awards: 4 stars - Clube de Criação de São Paulo (Brazilian Annual)

## **AWARDS**

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Gold Lion  
Silver Lion  
Shortlist



Bronze Pencil

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**CLIO**  
HEALTH

2 Gold  
1 Silver

**TOMORROW**

Shortlist

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CLUBE DE  
CRIAÇÃO



Brazilian Annual  
1 silver  
3 bronzes