



CONTACT

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CAPABILITIES

- Art direction
- AI image & video
- Motion design
- Brand identity
- Naming
- OOH in motion
- Video editing
- Layout

TOOLS

- Flora
- Krea
- Weavy
- Magnific
- Topaz Gigapixel
- Firefly
- Gemini
- Claude
- After Effects
- Premiere
- Photoshop
- Illustrator
- InDesign
- Figma

LANGUAGES

Portuguese · native
English · professional

Paulo H. Hartmann

Art Director, AI Creative & Motion Designer

Porto Alegre, Brazil · Remote

Art director and motion designer working in advertising agencies since 2018, for brands like Vipal, Banrisul, Zaffari, Grêmio, Unicred and Gerdau: key visuals, social content, campaigns, OOH in motion and video. Generative AI is part of my daily work: I set the creative direction and pick the tools that take each job to its best result. Since 2021 I also run Andar Studio, creating names and visual identities for businesses across Brazil.

EXPERIENCE

2024 – now	AI Creative & Motion Designer HOC, House of Creativity Vipal, Banrisul, Zaffari
2021 – now	Brand Strategist & Designer Andar Studio Naming and visual identity
2023 – 2024	Art Director & Motion Designer Matriz Zaffari, Banrisul, RS state government · OOH animation and finishing
2022	Designer, Art Director Grêmio FBPA, e21, Escala
2020 – 2021	Art Director Eyxo Unicred, Banco24Horas, Tecban, Banco Original, 99
2018 – 2020	Art Director Global AD, Kusko Gerdau, CIEE-RS, Banco Topázio

EDUCATION

UFRGS	BA in Advertising
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COURSES AND COMMUNITY

FORMA (Illustrator) Estúdio Kimura · 2021	Principles of conceptualization and branding Domestika · 2021
Designing graphic elements to boost your brand Domestika · 2021	AI Creative Workshop #2
Member of Montag Club	