

Gustavo Athayde | Lead Designer

contact@gustha.com • +(55) 75.98111.5678 • <https://www.gustha.com/> • <https://www.linkedin.com/in/gusathayde>

Lead Designer with 20+ years of expertise in graphic, visual, and product design, branding, and illustration. Adept at creating user-centered solutions that drive engagement and deliver measurable business impact across diverse industries. Experienced in collaborating with cross-functional teams to bridge business objectives with innovative and impactful design strategies. Skilled at leveraging user insights and business metrics, balanced with creative intuition, to craft meaningful and intuitive design experiences

Work Experience

Senior Creative, Branding and Marketing Designer at OpenServ.ai | Apr 2024 - Nov 2024

- Reimagined the visual identity of a cutting-edge AI platform to better align with its innovative mission and diverse use cases.
- Designed a character library in Figma with over 1,000 customizable combinations to enhance user engagement and provide a scalable visual system. Redesigned the logo and refreshed the color palette to elevate brand perception. Developed pitch decks and motion assets to effectively communicate with stakeholders. Conducted branding research to identify improvement opportunities.
- Enhanced brand consistency and scalability across multiple platforms, boosting internal alignment and external appeal.

Senior Visual Designer at Mckinsey Consulting | Sep 2021 - Present Date

- Improved the visual and communicative effectiveness of consulting materials to better align with client goals and corporate standards.
- Created over 250 customized presentation templates adhering to brand guidelines, increasing the consistency of deliverables. Designed user journey maps and crafted infographics, iconography, and visual storytelling elements for 700+ projects. Collaborated with multidisciplinary teams to capture user needs and enhance clarity in reports and presentations.
- Elevated the quality and coherence of client-facing materials, directly contributing to improved client satisfaction and project outcomes.

Senior Graphic Designer at EICOM Institute | Nov 2021 - Nov 2022

- Repositioned EICOM's brand to reflect its evolving identity and educational mission, incorporating the "Phronesis" concept into its core design strategy.
- Directed the redesign of EICOM's visual identity, compiling a comprehensive style guide and managing a library of communication assets. Designed visual guidelines for 10+ educational programs, including materials for major trade shows like VTEXDay. Delivered dynamic presentations and assets to support institutional branding.
- Strengthened brand positioning by aligning design with user needs and business goals, ensuring a cohesive, impactful presence across educational platforms and public-facing initiatives.

Lead Designer and Founder at Gustha Studio | Mar 2011 - Present Date

- Delivered creative solutions to diverse clients, enhancing their brand narratives and user engagement.
- Managed 350+ projects ranging from branding and visual identities to infographics and illustrations. Crafted strategic communication solutions tailored to each client's core values. Produced over 500 rich visuals for both large enterprises and SMBs, fostering loyalty and improving audience impact.
- Helped clients increase brand awareness and improve customer retention through impactful, value-driven designs.

Education

Illustration: one-year at Istituto Europeo di Design - São Paulo, Brazil - Jul 2009 - Jun 2010

Postgraduate Course in Product Design at UNEB - Bahia, Brazil - Aug 2003 - Apr 2005

Bachelor in Art Education / Graphic Computing at UNIFACS - Bahia, Brazil - Mar 1998 - Nov 2001

Certification

WAI0 - W3C EdX Verified Certificate for Introduction to Web Accessibility - Jan 2025

LinkedIn Certification for UX Foundations: Accessibility - Jan 2025

WIX Certification for Accessibility - Jan 2025

Skills

Experienced Visual and User Interface Designer, Interaction and Experience Design, Branding Management, Infographics, Illustration, Design thinking, Prototyping, Typography, Editorial Design

Languages

Portuguese: Native | **English:** Fluent | **Spanish:** Basic