

Matheus Alencar



HEAD OF CREATIVE | ART DIRECTOR

PORTFOLIO | LINKEDIN | BEHANCE | ALENCARXO@GMAIL.COM

Head of Creative and Art Director with eight years building brands, visual identities and creative operations that connect strategy, craft and measurable results.

EXPERIENCE

Head of Creative Present

Liga Álvaro Bahia

Lead an eight-person team from brief to delivery, supporting multiple fronts under high volume and tight deadlines.

Art direction and identities Eight years of experience

Liga Álvaro Bahia

Build brands, visual identities and campaign systems, connecting concept, art direction and rollout.

Studio Matheus Alencar Freelance projects

Independent practice

Freelance branding, visual identity and art direction projects.

SELECTED WORK

Maringá Children's Hospital

Branding and visual identity | 2025-26

McHappy Day

Campaign visual identity | 3 editions

Color Run

Event visual identity | 2025

Dinner for Good

Event visual identity | 2026

CAPABILITIES

- Art direction
- Branding and visual identity
- Brand systems
- Creative leadership
- Creative Operations
- Campaign identity
- UX applied to brands
- Research and product

EDUCATION

Degree in Design

Undergraduate degree

UX Design and Product Management

Continuing education

TOOLS

Photoshop | Illustrator | InDesign | Premiere | After Effects | Figma | AI tools

RECOGNITION

Company Outstanding Professional Award | 2024