





Hi, I am Oscar, an innovative graphic designer and creative with an entrepreneur spirit. I am known for creating and driving compelling design ideas, campaigns and messaging, most times out-of-the-box. With over 25 years of experience I am a seasoned creative director, both in Traditional and Digital medias. [Please click here to see some samples of my work in various brands.](#)

I've started years ago in Rio de Janeiro, Brazil (I went to school for Advertising) and I had a successful transition to the North American market in the year 2000. I started to freelance for small studios in Florida and I even got a scholarship offering at RISD, which I wasn't able to take but I used that as fuel to become nothing but the best designer I could. I have been working mostly remote for the last 10 years and I work for many clients that operate globally. I have had the honor to have worked for some of the world's most recognized brands, I come armed with both creative vision, technical expertise and experience. I am a proven leader you can count on.

I have a special talent for brand development as well implementation of brand guidelines. I am also expert in designing White-Papers, Guides, Internal communication Assets as well conceptual design work when in time for Fresh Unique Design.

In December 2024 I finished a great journey with my last client at [Act-On](#) and I decided to take some months to finish a personal project that I call "[Sagrada](#)" I am now ready for a new relationship on which we can make your vision to come true! [also feel free to take a look at ALLMYLINKS HERE](#)



ACHIEVE HEALTHMANAGEMENT





Logo Design

One of the Biggest satisfactions I get is when I have the chance to create a logo that reflects what my clients dreams at night.

Once you've mined the data to mold your personas, there are three additional considerations as you work on building actionable buyer profiles:

1 Keep it simple:
With so much amazing data at your disposal, it can be really tempting to get bogged down in the details. Make sure you're focusing only on the information that is relevant and unique to your industry and offerings.

2 Keep it open:
Talk openly with your sales and product teams to get a sense of your consumers' biggest challenges and what they're actually looking for to solve those problems. Your friends in these departments know what they're talking about, so listen closely!

3 Keep it real:
Ask people you know and trust about what they like and don't like about your product — where you could improve and where you're already succeeding. Honest insights from reliable sources paint the most accurate customer pictures.

PRINCIPAL

- Uses system for reports
- Interacts with account management and executive leadership
- Uses cell phone, text, and email for communication

OFFICE MANAGER

- Uses all system functionality; primary administrator
- Interacts with account management, customer service, and executive leadership

COMMERCIAL LINES SALES

- Uses system to sell new clients, relies on it to be accurate
- Interacts with customer service, only when there is a problem
- Uses email, social media to connect

PERSONAL LINES SALES

CUSTOMER SERVICE REP

COMMERCIAL PRODUCER

Act-On. May 2022 / January 2025

I had the great honor of been part of the rebranding for Act On.

We started with concepts of colors and communications that gave us the final rainbow approach. Act-On was a heavy on vector illustration type of design. We moved eventually to a more dynamic photo based designs. I am also a photographer, for me it was a natural progression to eventually bring the human side more with photography

Guides

Act-On guides, brochures, internal communications are quite fun to design as the language we have chosen is simple, colorful and fun to follow.

[>> CHECK MORE HERE!](#)

Table of Contents

04 The Path Toward Personalization

08 Understand Your Business Position

09 Lay the Groundwork

10 Drive Traffic and Conversions!

11 Remain Top of Mind

13 Test, Score, and Optimize

Step 2:
Describe Your Individual Personas

Zero in on a few (3-5) general types of customers you know you want to reach with your marketing efforts. Based on what you learned about your real customers during your research, write a short description of a fictional version of each type.

This should include things like:

- Background (personal demographics)
- Job title and responsibilities
- Company firmographics
- Goals and challenges
- Daily activities and behavior

Congrats! You just wrote the first draft of your buyer personas.

2: Lay The Groundwork

Segment Your Audiences

When it comes to segmentation, it doesn't matter what type of company you run or how big your organization is. When marketing, you want to segment your audience and leverage that understanding into strategies that can scale over time. With segmentation, that means starting with a broad base and then narrowing your focus over time based on the behaviors you track.

In addition to better engagement levels across the board, segmenting your list allows you to have more relevant and more personal conversations with your customers and prospects based on their customer profile and digital behaviors. Segmenting your database empowers you to determine who to send specific emails, routine emails, or when to enter a prospect into an automated customer journey.

39%
of email marketers that practice list segmentation report better email open rates.

Don't find customers for your products; find products for your customers.
-Seth Godin, Author and Entrepreneur

To begin, you need to build your "Master List." A master list is exactly what it sounds like: a single list of every contact in your database. It's where you need to start in order to get a full understanding of your customer base and where you're going to slice and dice your audience segments. (Maintaining accurate master lists with good data hygiene is extremely important, so to keep your lists clean and up-to-date, check out this [Act-On ebook](#) on the sub.)

From your master list, you can begin grouping yr audience segments however you'd like based on what you want to structure your customer journeys!

If your master list is in good shape, you should glean accurate firmographic, demographic information to guide these efforts.

PRO TIP

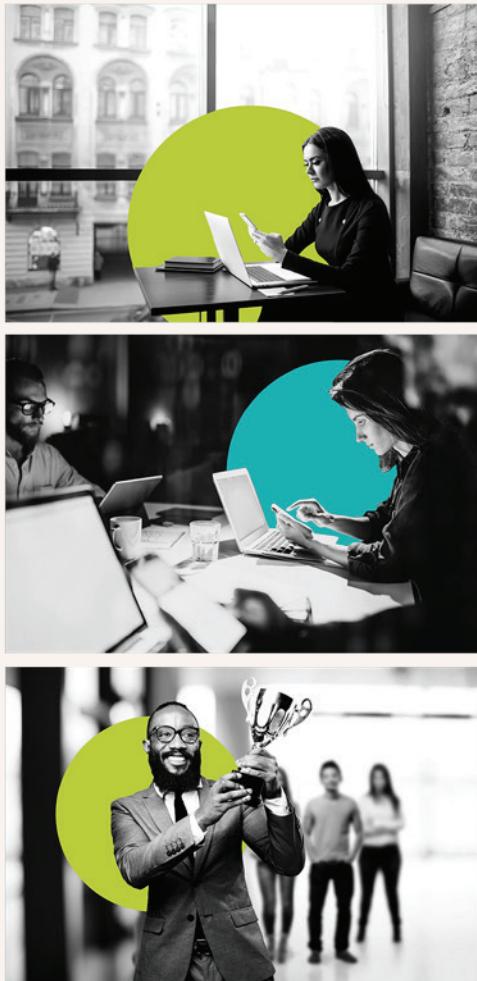
Empower employees who want to become brand ambassadors. Offer training and support, and set clear expectations about how much company time to spend on LinkedIn to avoid confusion.

Encourage Employees to be Brand Ambassadors

The harsh truth is, company pages will only get you so far. People come to LinkedIn to connect with their fellow professionals—so make sure your employees are active on the platform and driving demand on your behalf.

Start by teaching them how to create a profile that reflects positively on them and your business. Provide boilerplate language for sharing company news, and share best practices on how to post content about their work at your company and the results they generate.

Finally, encourage your employees to participate in groups, highlight and publish long-form content to showcase their expertise, since your company is listed as their current employer, it's easy to connect the dots between their expertise and your brand.



Finding Images, the right way.

Part of our constant brand evolution is looking for better ways to communicate.

Been a photographer it helps me find visual solutions that makes the brand move forward in the right direction!



An great past relationship

Feb 2014 / April 2021

It is difficult to condense all my work thus far performed for Cendyn in some few pages but I have managed to collect the some samples here.



Guides

Cendyn guides have rich content and these can be a bit technical and very industry specific. I design these pieces regularly and the main goal is to make them as fun as the great content. So I team up with them and we carry on our design philosophy.

[>>> CHECK MORE HERE!](#)



Guide Covers



When these covers are designed, normally I make sure all the elements are unique, so what to looks like ONE GRAPHIC, is actually a combination of many. That makes each cover unique and exclusive for the client.



Miscellaneous Advertorials

Some special pieces that we got some recognition within the industry.



DECODE THE GUESTPRINT



YOUR GUESTS ARE UNIQUE.

Your guests are unique. Their passions, journeys and personality traits supersede demographic categories. Guests expect service based on subtle nuances and details, in the channels they prefer and away from the ones they don't. Each guest profile is like a fingerprint, leaving behind favorites, likes, dislikes, and destination offers swiped away.

LEARN MORE
Cendyn can help you intelligently recognize guest preferences with startling precision. Visit CENDYN.COM



AWARD
WINNING
DESIGN




CONNECT WITH YOUR GUESTS
ON THEIR UNIQUE JOURNEY



Start making sense of your data and put your guests at the heart of what you do. With Cendyn, you can provide the right message at the right time through the right channel, at the right price. Drive revenue, build engagement and loyalty, and continuously optimize your results with robust analytics.

See why thousands of hotels in 143 countries trust Cendyn.

HOTEL CRM
REVENUE STRATEGY
HOTEL SALES SOLUTIONS
DATA-DRIVEN DIGITAL MARKETING

Discover the Cendyn Hospitality Cloud.
Get in touch with one of our specialists today.

VISIT CENDYN.COM



ACHIEVE HEALTH MANAGEMENT

The premier service provider for Remote Physiological Monitoring and Chronic Care Management for Medicare beneficiaries



CLIENT PROSPECT

ACHIEVE HEALTH MANAGEMENT



We provide FirstLight clients the tools for Aging in Place.

INTRODUCING: REMOTE PATIENT MONITORING

FirstLight Home Care and Achieve Health Management are pleased to introduce Remote Patient Monitoring (RPM). RPM a Medicare Part B benefit permits your care team to track, trend and capture real-time vital sign data in the comfort of home.

FIRSTLIGHT AND ACHIEVE HEALTH MANAGEMENT HAVE PARTNERED TO BRING YOU THE IMPORTANT SERVICES:

- Remote Monitoring Include:
- 24/7 MEDICAL MONITORING OF CHRONIC CONDITIONS BY MULTIDISCIPLINARY CARE TEAM
 - ONE TOUCH AUTO-PAIN TECHNOLOGY ELIMINATES THE CHALLENGES OF SELF-TESTING AT HOME
 - AHN TELEPHONE HEALTH COACHES PROVIDE CLIENT SUPPORT FOR ANY RPM QUESTIONS
 - RPM GENERATES IMPORTANT VITAL SIGN DATA SUPPORTING YOUR CARE TEAM
 - ALL CAPTURED VITAL SIGN DATA IS REPORTED DIRECTLY TO YOUR ELECTRONIC MEDICAL RECORD
 - CARE CIRCLE® ARE BUILT FOR EACH CLIENT AND THEY MAY SELECT RECIPIENTS OF THE INFORMATION

RPM MONITORS CHRONIC CONDITIONS SUCH AS:

- Congestive Heart Failure
- Chronic Obstructive Pulmonary Disease
- Hypertension
- Diabetes
- Other...

Out-of-range results are immediately pushed to the interdisciplinary team mobile device so they may respond to resolve the issue.



ACHIEVE HEALTH MANAGEMENT

A new relationship

Achieve Health management it's a new and client with new amazing challenges that are been able to successfully reach.

Started with the logo and now we are moving in depth and currently we are designing their new website and much more.



Florida Atlantic University

Jan 2009 – Jan 2011

Campus Ongoing

I had the true honor to work for the Florida Atlantic University, during that time I was responsible of designing their most challenging projects.

Projects such:

Internal communications
Large signs designs
Large building wrapping designs
Websites
First Campus touch screens.
First Mobile App.

These designs have aged well considering they are from over a decade ago.



[>> CHECK MORE HERE!](#)



AWARD
WINNING
DESIGN

WINNER:
2016 GD USA
American Web
Design Award



Jarden Consumer Solutions

Sep 2014 – Sep 2017

Website Design - Mr. Coffee

Designing the all new website for Mr. Coffee was quite the challenge, yet, we managed to achieve a great result which resulted into an increase of traffic well beyond any expectations.

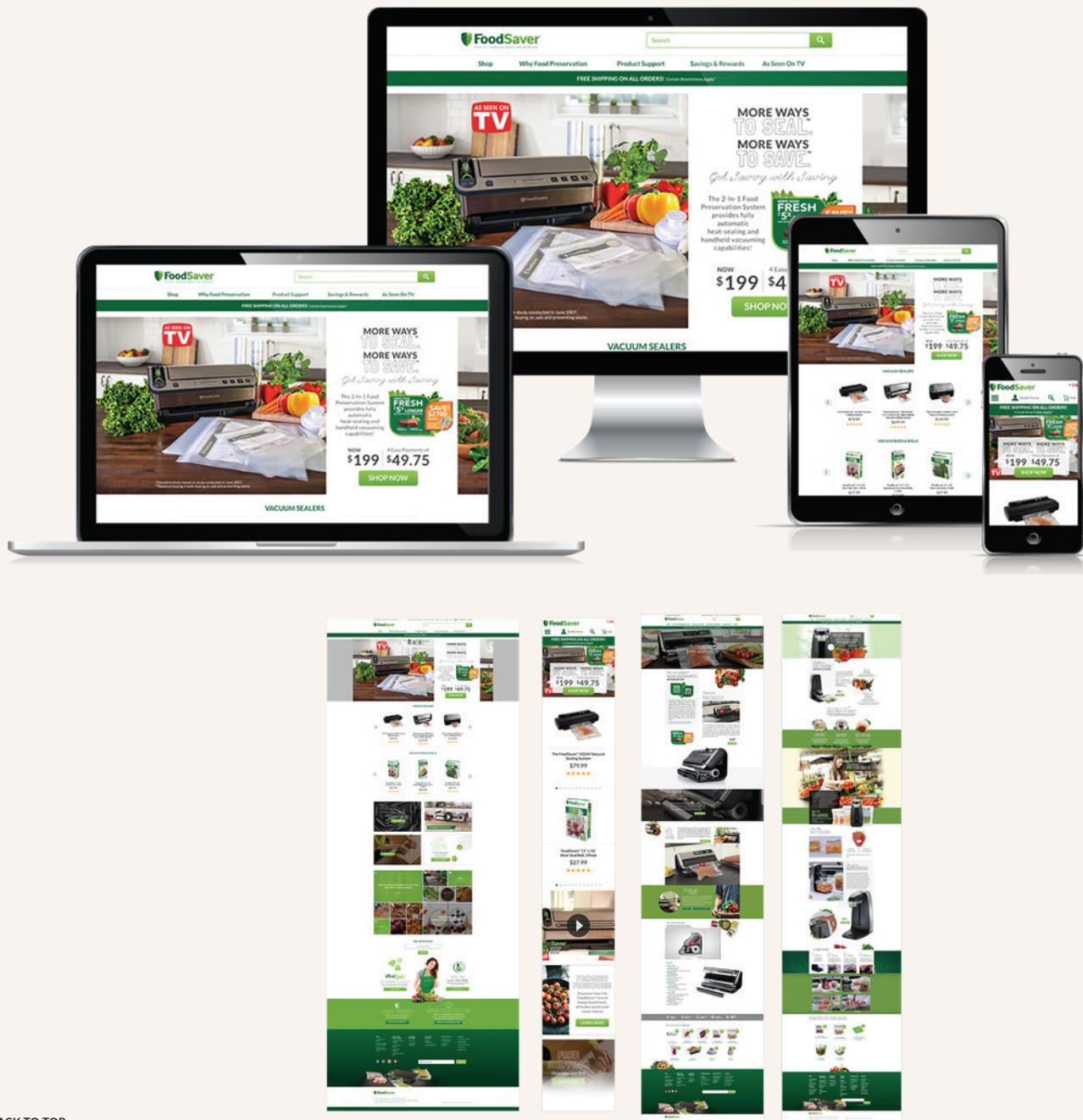
My role was to design a more accessible and fresh design that accommodated -at that time- the new logo, which was itself very strong.

I also worked in parallel with the traditional/print/packaging creative teams incorporating my new design approaches and solutions into their packaging.

The previous "Mr. Coffee" website was already successful but in a very urgent need of refresh. These designs were executed in 2016 and their website still carries the same values which only demonstrates the vision utilized and the priority he had on having a design that could stay for a long run still fresh.

We were also honored to receive the "2016 GD USA - American Web Design Award"

>>> CHECK MORE HERE!



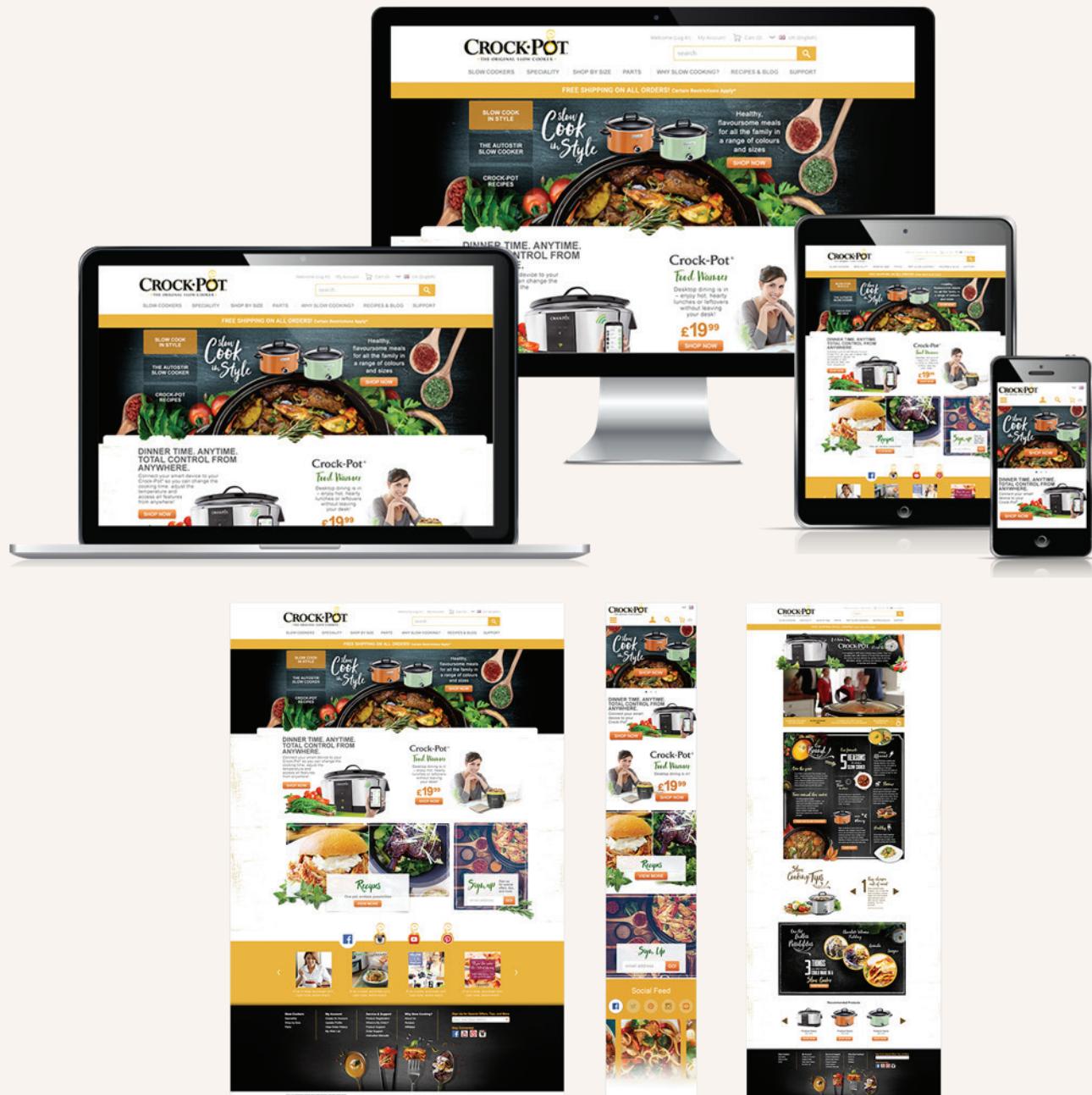
Website Design - Food Saver

At the time I was asked to design this website I was aware of the importance of this project. Food Saver was their biggest most successful brand and anything related to a major change was very challenging.

The entire process from the beginning was very intriguing as I was able to dive deep into a market that is very specific but the brand needed a major redesign in their Digital side.

Many of my graphical elements were adopted by their traditional design department.

Reception was incredible and I was able to make all teams involved happy and more importantly .. the audience, not only they loved the new design but also embraced the brand as the response was very positive.



Website Design - Crock Pot

This was a beautiful experience as this is such traditional "All American" brand to me, dear to my heart as I always understood the meaning of this brand, family, community ... great food!

Their previous website was also dated and in need of a major redesign. I was lucky to be given the chance to design this one from the scratch.

The feedback and reception for this entire new design was very heart warming and a success.

Oster MAKE IT FRESH™

Fresh + Easy Fresh + Versatile Fresh + Professional Fresh + Blend 'N Go More>

Sign Up For Special Offers, Tips, & More GO

Facebook Pinterest Instagram

A FRESH TAKE ON BLENDING!

Fresh Ingredients. Fresh Thinking. Fresh Flavors.

WATCH VIDEO

THERE'S SOMETHING FRESH IN EVERY BLENDER!

FRESH + EASY SERIES LEARN MORE

FRESH + VERSATILE SERIES LEARN MORE

FRESH + PROFESSIONAL SERIES LEARN MORE

FRESH + BLEND 'N GO SERIES LEARN MORE

Fresh + Easy Fresh + Versatile Fresh + Professional Fresh + Blend 'N Go Stay Connected DESIGNED IN THE USA

Must-Have Blenders 2-in-1 Blenders + Food Choppers VersaBlender Blenders My BlendBlasters

Essential Blenders 2-in-1 Blenders + Blend 'N Go Cups

Classic Style Blenders Smart Setting™ Blenders Dual-Direction Reversing Technology™ Blenders

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AWARD
WINNING
DESIGN

WINNER:
2015 GD USA
American Web
Design Award



Microsite Design Oster Blending/Fresh Ideas

These were two Microsites designed for Osters specific users. The brand demanded for the designs to incorporate their existing interface to be applied and yet we managed to design a fun, youthful and enticing experiences.

We received two "American Web Design Awards" from Graphic Design USA, these out of 1,100+ Entries (a record of entries in fact)

I truly feel humbled when my designs achieve great levels of excellence.

Oster
Fresh Ideas
FOR THE NEW YEAR

Recharge. Rethink. Reward.

FAMILY MATTERS SPEND MORE TIME WITH LOVED ONES LEARN MORE

DINNER PLANNING MEALS FOR EVERY NIGHT OF THE WEEK LEARN MORE

DRINK TO YOUR HEALTH FEEL THE DIFFERENCE WITH FRESH LEARN MORE

SWEET INDULGENCES LITTLE TREATS WITH A HEALTHY TWIST LEARN MORE

Another year is coming to a close. Now that the chopping, the註冊, and the running around is over, it's time to reflect and share about the big things, and little things, in life that make a difference.

Since we've been around for almost a century now, we know a thing or two about what those things may be. The Oster® brand has some Fresh Ideas for the New Year to help enrich your life, from having more family time to organizing meal time. By putting little extra touches to meal prep, you will enjoy more fulfilling days and fun-filled nights.

Happy New Year!



AWARD
WINNING
DESIGN

WINNER:
2015 GD USA
American Web
Design Award



Oster - Miscellaneous

This was a very unique 8'x24' long print that Oster featured in some trade shows. We combined illustrations with footage. It was quite the hit.



Various digital / Social media assets for Oster



**Microsite Design
Oster Blending/Fresh Ideas**

An internal project circa 2015. At that time this was an incredibly challenging design for the guys at the traditional design teams at Jarden.

I managed to achieve such design criterias and we moved website design for further advancement of the brand.

Designing the dynamic images of the fruits around the unit was to me very important as this product MAIN REASON to exist was the fact that it could make juicing easier and yet still maintain organic freshness.

I believe this project was canceled as Jarden was been purchased by Newell Brands. Jarden moved out of Florida ending our incredible relationship.

AMADEUS

Amadeus Nort America /
Global

Nov 2009 – Jan 2014

I have worked as Freelance Art Director for Amadeus North America for a bit over 4 years. My roles were Art Direction and Photography.

I was part of the continuous design of the old branding but due our successful relationship I earned the honor to be in charge of many new design ideas and concepts after they came with a new global design.



>>> CHECK MORE HERE!



AMADEUS

Amadeus Guides /
New Branding

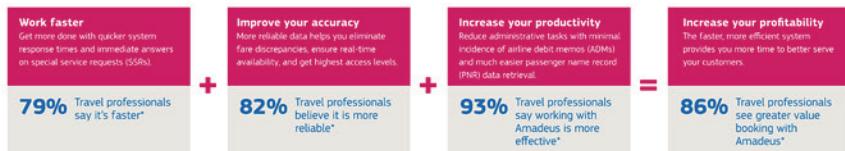
I was in charge of the full implementation and global adoption of the new Amadeus design standards for the millennium.

This one was one of my favorite pieces as the new approach was very exciting and fun to develop with their teams.

Always in sync with Amadeus

Book Amadeus Altéa carriers and benefit from the industry's leading community-based platform

Amadeus provides a technology platform that serves both travel professionals and airlines. **Amadeus Altéa**, our airline passenger service solution used by 120+ airlines, provides agents access to the same platform, and delivers these benefits:



The Altéa advantage

Guarantees actual accurate inventory with last seat availability
Instant SSR reply for certain carriers
Automatic SSR and seat re-booking during schedule changes

Complete updating of history and activity information for each PNR
Gain real-time access to airline flight information including arrivals, delays and diversions

Single PNR reflects all changes in your customer's journey, such as airport disruptions, schedule and voluntary changes, and confirmations and denials

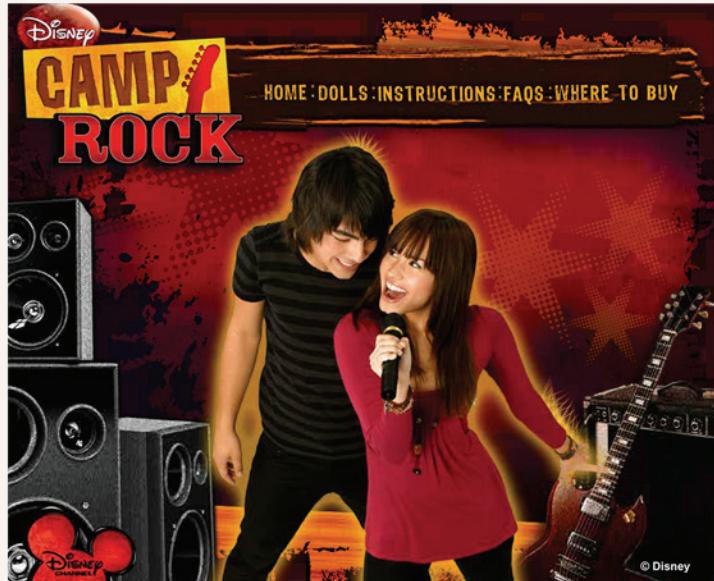
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www.amadeus.com



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Amadeus - Infographic

A great example of the first wave of "cool infographics" this particular piece was designed in 2013 and it has aged relatively well.



CLICK ON THIS
CLASSIC SITE
LIVE! (Flash)



Play Along Toys

January 2008 / Januray 2009

Play Along. One of my first major true challenges as designer.

Designing for these well known global names was thrilling and the memories are truly forever.

[">>> CHECK MORE HERE!](#)



CLICK ON THIS
CLASSIC SITE
LIVE! (Flash)



Significant Brands

My time at Play Along Toys was very special, these major brands demanded a lot of back and forth communications with the guys at Disney and other major brands but each of these websites, banners, digital media designs were a ton of fun to design!

Play Along Toys was purchased by Jackson Pacific and they moved to Malibu CA. At that time relocation to me was not a proposition I was open to.