





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.

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

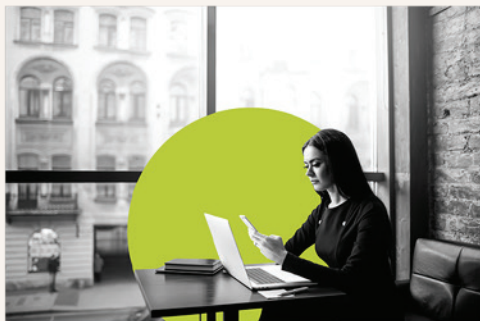
Act-On guides, brochures, internal communications are quite fun to design as the language we have chosen is simple, colorful and fun to follow.

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



Making these fun to read while building brand loyalty is really important.





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.

CENDYN

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](https://www.cendyn.com)

CENDYN rainmaker
A CENDYN COMPANY

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](https://www.cendyn.com)



ACHIEVE HEALTHMANAGEMENT

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



ACHIEVE HEALTHMANAGEMENT

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.

ACHIEVE HEALTHMANAGEMENT

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 is 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 includes:

- ▶ 24/7 MEDICAL MONITORING OF CHRONIC CONDITIONS BY MULTILINGUAL CARE TEAM
- ▶ ONE TOUCH AUTO-PAIR TECHNOLOGY ELIMINATES THE CHALLENGES OF SELF-TESTING AT HOME
- ▶ AHA TELEPHONIC HEALTH COACHES PROVIDE CLIENTS SUPPORT FOR ANY RPM QUESTIONS
- ▶ RPM GENERATES IMPROVED VITAL SIGN DATA SUPPORTING PHYSICIANS MAKING DECISIONS
- ▶ ALL CAPTURED VITAL SIGN DATA IS DEPOSITED INTO THE PHYSICIAN ELECTRONIC MEDICAL RECORD
- ▶ CARE CIRCLES 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 devices so they may respond to resolve the issue.



Florida Atlantic University

Jan 2009 – Jan 2011

Campus Ongoings

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.

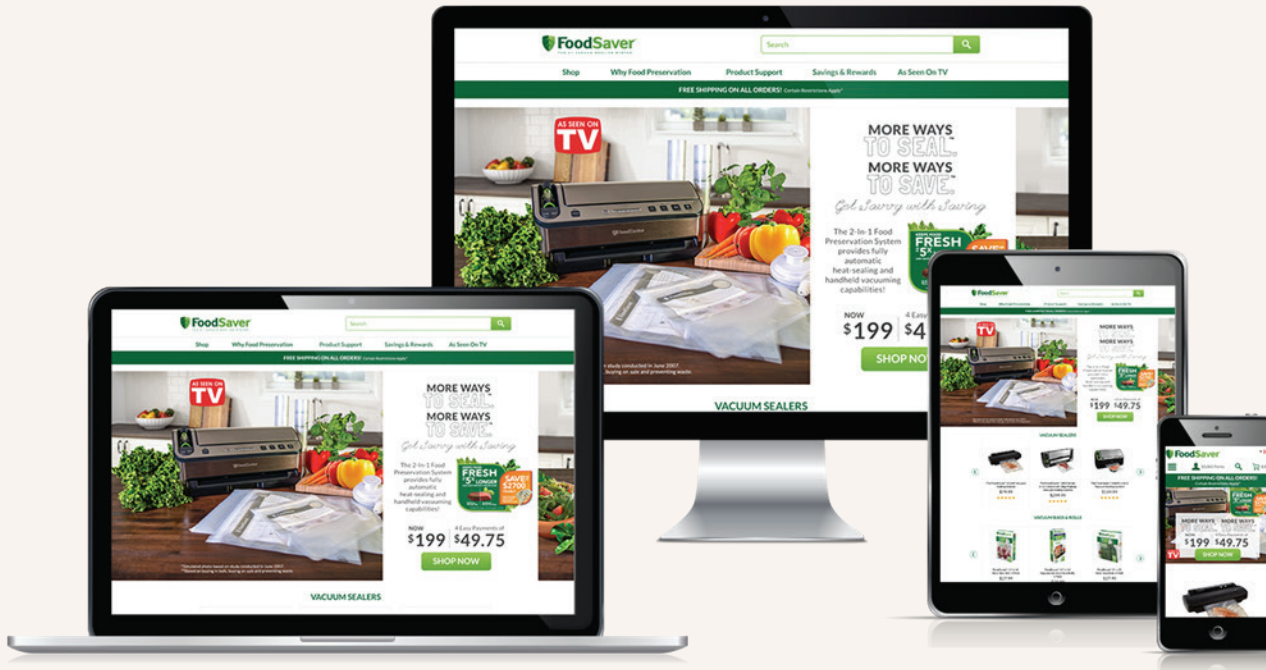
My roll was to design a more accessible and fresh design that accommodated -at that time- the new logo, which was itself very strong.

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.

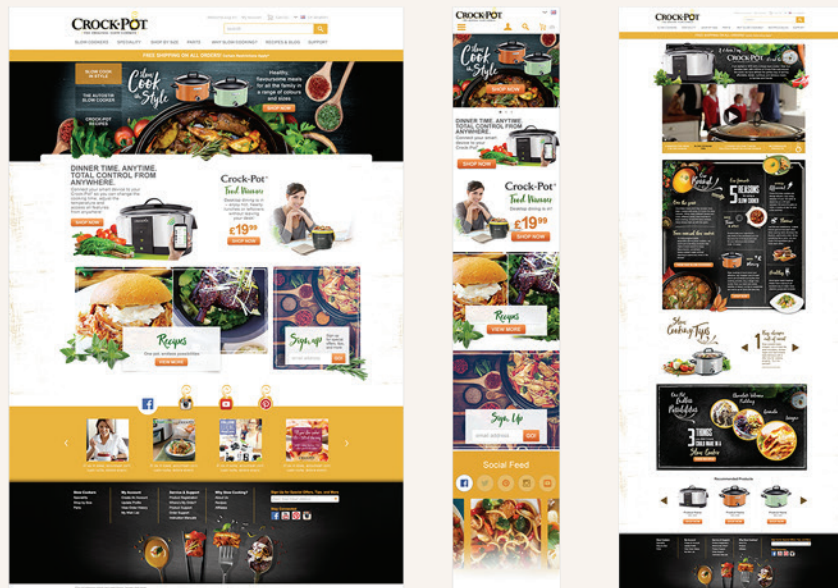
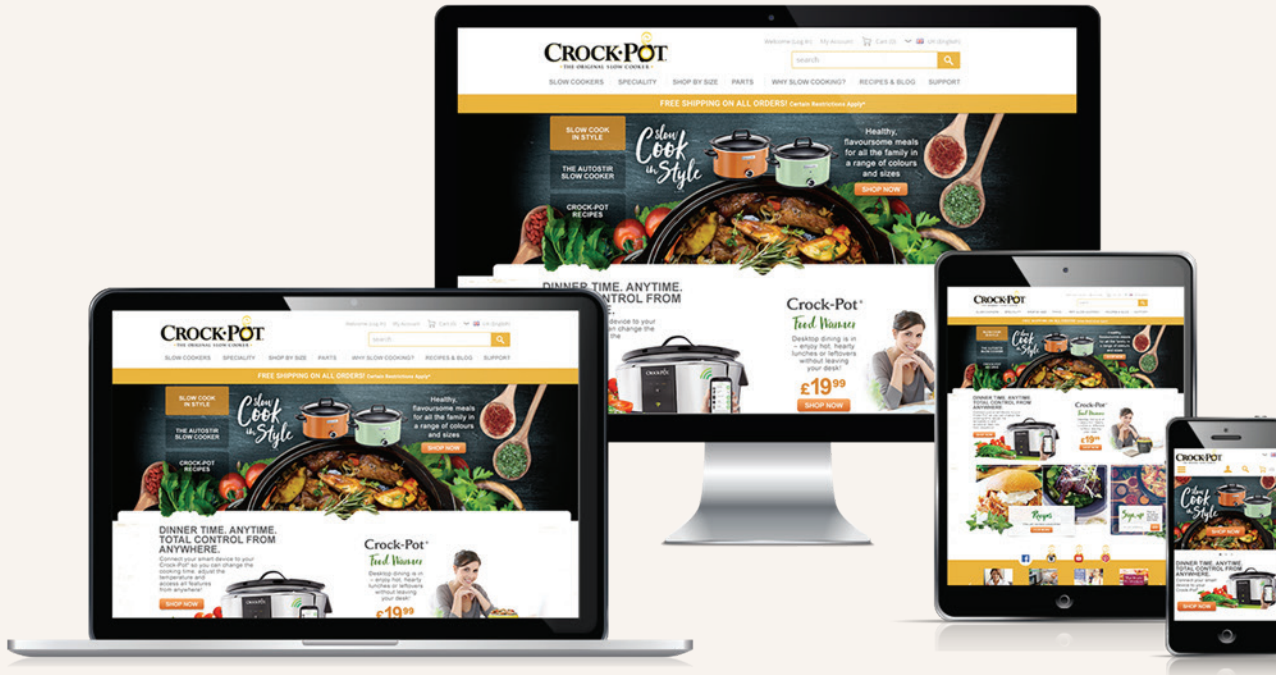


Website Design - Crock Pot

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.





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.



AWARD
WINNING
DESIGN

WINNER:
2015 GD USA
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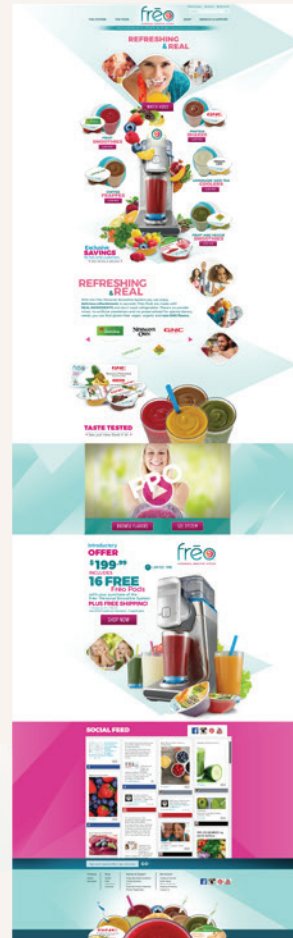


Oster - Miscellaneous

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 criteria 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.



CLICK HERE TO SEE THEM LARGER



amadeus

Amedeus 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!



travel search?

Amadeus Extreme Search

Retain

Attract customers from the beginning and make them customers for life. With **Amadeus Extreme Search** you'll drive traffic to your website by providing your own unique combination of search criteria matching specific customer needs and making them more likely to return.

Save

Amadeus Extreme Search helps save dollars and trim unnecessary costs. Amadeus' superior cache technology will help you reduce cache development and maintenance costs.

You'll also save on fulfillment with fewer subsequent shopping transactions. And, ultimately, reduce acquisition costs by increasing direct traffic to your website and leveraging targeted search engine optimization.

The interactive map view

Amadeus Extreme Search enhances the customer's shopping and booking experience, and positions you as an online travel leader.

A new era of online travel

- > Offer combined results, including the lowest fares and multiple destinations and dates
- > Fortify your value proposition where provider websites can't - with open-ended type searches across hundreds of airlines
- > Increase visibility of your offer by populating destination and affinity landing pages
- > Provide ultra-fast response times
- > Gather invaluable business intelligence on customer search behavior



Amadeus Extreme Search is a unique inspirational shopping solution for online travel companies that provides a comprehensive, powerful and fast search experience, enabling OTAs to effortlessly drive search traffic to their sites.

Amadeus Extreme Search delivers valuable insights into customer search behavior, inspiring travelers and making travel search fun. Instantly answer questions like:

"Where can I go within a fixed budget?"

"I want a three-week adventure in Africa, but don't know exactly where to go."

"What's the cheapest time to travel to Las Vegas?"

Using flexible parameters and open search criteria, **Amadeus Extreme Search** instantly provides the best airfare recommendations from hundreds of airlines over a full calendar year. Customers receive exciting travel ideas tailored to their specific needs and budgets.

Amadeus Extreme Search immediately engages the traveler in the booking process in the pre-search environment. Once the user has selected a destination and dates, the sale is completed quickly and seamlessly - all on one website.

Customize

Amadeus Extreme Search can be seamlessly integrated into your own environment allowing a turn-key solution to customization. Results can be displayed using interactive maps that reflect your own Web design or provide a histogram to show your travelers when the best time to fly is.

Acquire

Today's travelers want fresh, focused tools that offer sound travel advice, relevant ideas, and a search process that reflects their budgets, tastes and preferences - quickly. **Amadeus Extreme Search** delivers the instant, relevant results consumers crave, making your trusted go-to site for travel inspiration.

Convert

Build dynamic landing pages targeting exactly what your customer is looking for with fast, easy access to a powerful price cache. Plus, gain valuable business intelligence by monitoring traveler search and purchase behaviors allowing you to target travelers with future offers and promotions. **Amadeus Extreme Search** lets you tailor the data, ensuring you target prospective customers with highly customized and effective offers.



amadeus

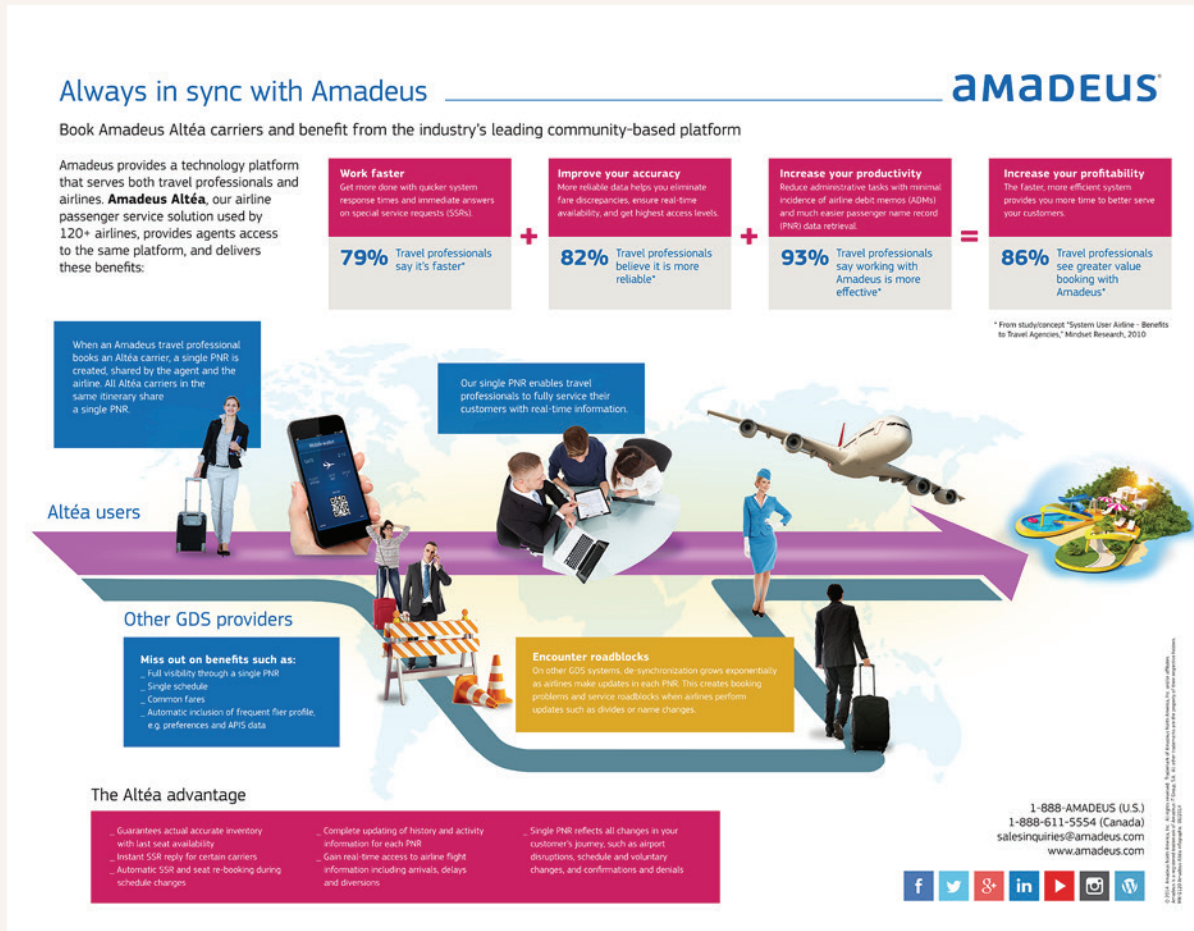
Amadeus Guides / New Branding

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.

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.





Play Along Toys

January 2008 / January 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.

★ CLICK ON THIS
CLASSIC SITE
LIVE! (Flash)



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



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.

★ CLICK ON THIS
CLASSIC SITE
LIVE! (Flash)

