



PAULIANA CAETANO MARTINS | Senior Creative Designer

São Paulo, Brazil | paulicaetano@gmail.com | Phone: +55 11 99241-8816

Versatile and innovative designer with nearly 20 years of experience creating strategic solutions for local and global brands and products. My expertise spans branding, visual identity, digital experiences, UX/UI, and **emerging technologies** such as Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR).

I work across the full spectrum of design, from naming, visual identities, packaging, and brand systems to websites, digital products, interfaces, and marketing materials. I translate strategic positioning into coherent visual solutions designed to work across different platforms and touchpoints. I also **incorporate generative AI into the creative process** to accelerate ideation, explore visual directions, develop concepts, and create campaign assets.

Throughout my career, I have collaborated with companies such as Samsung, Volkswagen, and OPPO Brazil, working alongside product, technology, and marketing teams in complex and dynamic environments. Today, through my independent studio, I collaborate with agencies, design studios, and companies on branding, digital products, experiences, and visual direction that require strategic thinking, strong design direction, and hands-on execution.

My approach combines **human-centered design**, technology, and visual storytelling to create experiences and concepts that go beyond aesthetics and generate real value for people.

KEY PROFESSIONAL EXPERIENCE

Senior Creative Designer OPPO Brazil 2025 - (São Paulo - BR) • Built OPPO Brazil's digital store based on the brand's global design system, ensuring consistency and scalability. • Structured the institutional website and e-commerce with a focus on usability and purchase journey optimization. • Managed e-commerce operations on marketplaces including Mercado Livre and Amazon. • Created graphic materials and digital assets for product launches, contributing to brand positioning and conversion growth.	Product Designer Volkswagen Trucks & Buses (CESAR) 2024 (São Paulo - BR) • Developed UX/UI solutions for the RIO Platform, focused on telematics, predictive analytics, and fleet management using AI and neural networks. • Designed dashboards and interfaces for real-time data monitoring, including rollover prevention features. • Coordinated internal and external teams to maintain high quality standards. • Conducted competitive analysis and benchmarking to sharpen design strategies.	Creative Designer Samsung (Sidia) 2018 - 2022 (Manaus/Amazônia - BR) • Created visual concepts for global products and campaigns. • Developed interfaces and POCs for Virtual Reality, Augmented Reality, and AI. • Tested and implemented AR experiences for various devices (mobile, VR glasses). • Researched and designed Design Systems for emerging technology projects. • Collaborated with global teams for strategic and visual alignment.	Senior Designer The White Publicidade 2015 - 2017 (Manaus/Amazônia - BR) • Designed and developed visual identities and advertising campaigns. • Maintained brand identity and consistency across multiple channels. • Created graphic materials for renowned brands. • Coordinated and supervised visual projects across various media. • Researched visual and conceptual references for creative campaigns.
---	---	---	---

OTHER INFORMATIONS

SKILL

- Art Direction & Branding
- Visual Identity & Brand Systems
- Storytelling & Visual Marketing
- Generative AI Tools applied to the creative process
- Figma
- Adobe Creative Suite (Photoshop, Illustrator)
- Typography, Composition & Design Systems
- Presenting & Communicating Creative Direction
- Collaboration with Multidisciplinary Teams (Marketing, Product, Engineering)

EDUCATION

- Bachelor’s Degree in Communication Design | PUC-GO (2006)
- Postgraduate Degree in Design and Humanities | USP - Maria Antonia (2011)

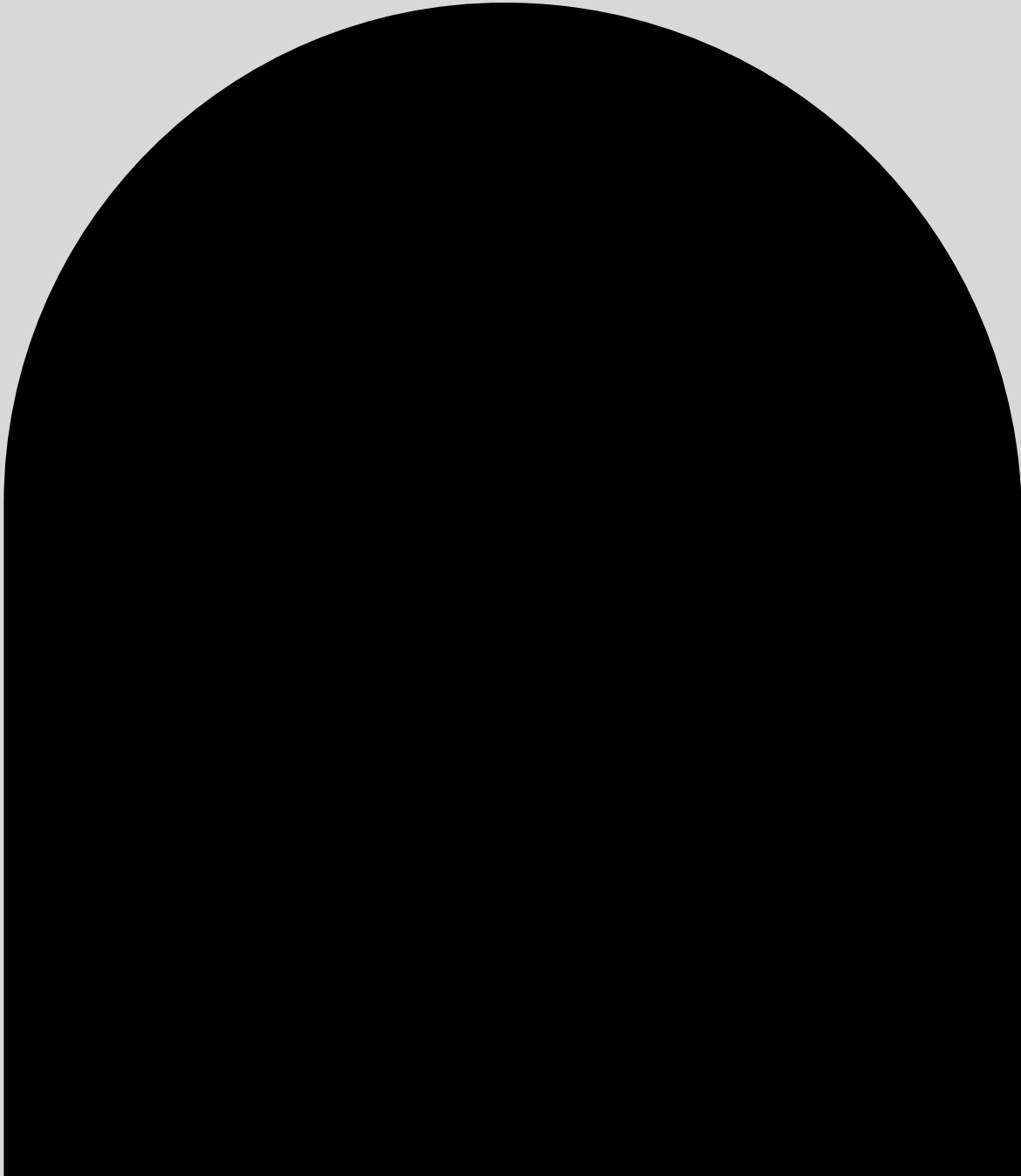
LANGUAGES

- Portuguese: Native
- English: Advanced (C1)
- Spanish: Basic (A1)

OTHER ACTIVITIES

- DJ & Music Producer: Experience in music production and DJing.
- Research and interest in ESG: Sustainability in design and branding.

Explore My Work →



Let's Talk?

[LinkedIn](#)

[Portfolio](#)

[Instagram / Portfolio](#)

Paulicaetano@gmail.com

+55 11 99241-8816