

CAKO MARTIN

Brand Design Manager · Creative Director & Brand Identity

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Professional Summary

Brand Design Manager with over 15 years of experience in creative leadership, building and evolving brand identities and scalable design systems for leading consumer brands. Proven expertise in strategic creative direction, visual storytelling, and managing multidisciplinary teams across branding, design, campaigns, and product marketing. Strong track record translating business goals into cohesive, high-impact brand experiences across digital and offline channels, from point of sale to omnichannel, OOH, and events. Experience with iconic brands such as iFood, Nestlé, and Havaianas. Proficient in Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects), project management tools, and generative AI integrated into creative workflows.

Skills & Competencies

Brand Identity & Brand Systems · Visual Storytelling · Strategic Creative Direction · Creative Team Leadership & Mentorship · 360° Campaign Management (On/Offline) · Brand Design & Brand Books · Brand Architecture · Visual Hierarchy · Scalable Design Systems · Brand Toolkits · Rebranding & Brand Evolution · Typography, Color Theory & Composition · Motion & Audiovisual Principles · UX/UI Collaboration · OOH & Events · Multi-Project Management · Stakeholder Management · Data & Creative Performance Analysis · Figma · Adobe Creative Cloud · Monday / Asana / Notion · Generative AI (Midjourney, Firefly, GPT, Claude) · Advanced English · Basic Spanish.

Professional Experience

Head of Creation - Bell Ventures - 06/2025 – Present

- Leadership and mentorship of a multidisciplinary creative team (branding, design, social, performance, UI/UX), structuring squads, fostering collaboration, and developing talent.
- Evolution and management of the brand's visual identity, creating and implementing a scalable Design System ensuring consistency across digital and offline channels.
- Creative direction for campaigns and content across all touchpoints including Social Media, Ads, OOH, and digital products.
- Translation of strategic business goals into cohesive and high-impact visual narratives.
- Integration of generative AI into the team's creative workflows to accelerate exploration, efficiency, and innovation.
- Collaboration with marketing, product, and technology teams to ensure brand consistency across all initiatives.

Creative Lead - CRM Bônus - 07/2023 – 01/2025

- Creative leadership of a multidisciplinary team, increasing efficiency by 25% and improving on-time delivery by 48%, enabling higher output with consistent quality.
- Development of a complete brand book and brand identity system, reinforcing visual consistency across all channels and touchpoints.
- Management of integrated on/offline campaigns, driving a 42% increase in daily interactions within the Vale Bônus app.
- Management of Meta and Google Ads with data-driven creative testing, resulting in a 50% increase in conversions.
- Development of branding strategies and brand storytelling aligned with business objectives.

Senior Creative Coordinator - Conta Azul - 04/2022 – 04/2023

- Structured and led a multidisciplinary creative squad, increasing efficiency and delivery volume by 60%.
- Developed brand guidelines and institutional style guides, strengthening brand recognition and visual consistency.
- Created marketing and creative OKRs that resulted in a 25% increase in conversions and a 20-point improvement in NPS.
- Planned integrated campaigns with optimized customer journeys, reducing churn by 15%.

Creative Coordinator - iFood - 06/2019 – 03/2022

- Led the development of the brand's complete offline visual identity including packaging, delivery bags, courier uniforms, physical products, and point-of-sale materials, creating a scalable and replicable brand system.
- Creative direction and management of national-scale brand activations (Carnival, Big Brother Brasil, iFood Park, iFood Mercado) achieving over 40% engagement across online and offline channels.
- Creative leadership and execution of sustainable delivery initiatives (ADA robot, bike, and drone), creating brand design with purpose and national communication impact.
- Created and led the ESG initiative "Já Fui Bag", repurposing more than 130 tons of delivery bags into new products, generating jobs and strengthening brand perception.
- Data-informed creative approach through performance metrics and insights to refine creative execution.

Creative Director & Illustrator - Cako Martin Studio - 07/2012 – 05/2019

- Creative direction and development of brand identities for Havaianas, Nestlé, Electrolux, Levi's, MTV, Dove Men, Bic, and Canson, building a portfolio of high-impact projects with international recognition.
- Havaianas Arts by Cako: creation of an exclusive product line generating a 25% increase in revenue and selling out in more than 30 countries.
- Nestlé Easter Cans: creative direction of a seasonal campaign with a 40% increase in sales and strong engagement on social media.
- Internal communications and employer branding for Ultra/Ultragaz, Unimed, Liberty Brasil, and Liberty Mutual USA, improving internal NPS.
- International Creative Residency in New York (2013–2014): immersion in the global creative scene, expanding strategic vision, visual repertoire, and international mindset.

Education

Bachelor's Degree in Industrial Design (Product Design) Centro Universitário Belas Artes de São Paulo
Additional Courses: Public Speaking (Escola Conquer) · Chora PPT & Chora Solto, Narrative and Presentation (Escola Perestroika) · AI Art for Designers (Green Club Marco Lang) · AI Lab / Nexos IA (Marcelo Kimura)

Languages

Portuguese (Native) · English (Advanced) · Spanish (Basic)

Selected Projects & Achievements

- Member of the examination board at Belas Artes de São Paulo (Graphic Design, Product Design, and Interior Design), providing critical evaluation of academic projects and contributing to the development of emerging designers.
- Participation in international artistic projects as a visual brand ambassador including Cow Parade São Paulo, Elephant Parade London, Repetto Paris Exhibition, Show Us Your Type (Hong Kong & Shanghai), Italian Crazy Shoes by ANCI and MICAM (Milan), and Phobia Exhibition (Lithuania).
- Live painting for Westwing at Vogue Fashion Night Out (São Paulo) and the Canson Paper Manifesto project, including visual identity, gallery packaging, and artwork creation.