

CAETANO CARVALHO



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Amsterdam (nl)

/new.media.creative
/photographer

. profile

I'm 28 years old artist, born in Brazil, mainly worked as designer and art director for major advertising agencies in Brazil. I have performed at international venues and festivals around Brazil and Europe and developed projects in various creative fields. I'm based in Amsterdam and currently studing visual arts at the Gerrit Rietveld Academie.

. education

2007 . 2009 Current studying at Gerrit Rietveld Academie. Amsterdam (nl).
Short term and specific training in Motion, Typography, Photography, Video Production, Communication, Graphics.
2000 Professional degree in Computer Science at Fundação Cairu. Salvador (br).
1996 English and High-School year at Vancouver Royal College. Vancouver (ca).

. experience

2008 . 2009 AKQA Amsterdam (nl) /Freelance Art Director.
2008 . 2009 Random.ru Amsterdam (nl) /Freelancer Motion/Designer.
2005 . 2007 AlmapBBDO São Paulo (br) /Art Director.
2004 Flink Antwerp (be) /Internship as Graphic Designer.
2004 Freelance Tour Europe /Travelled working as freelancer between several countries.
2003 JWT@Digital São Paulo (br) /Creative designer for a 6 month project.
2002 Y&R2.1 São Paulo (br) /Z3 Convergence became part of Young & Rubican.
2001 . 2002 Z3 Convergence Lisbon (pt) /New media designer.
2000 . 2001 Ogilvy São Paulo (br) /Web designer, focus on flash animation and web programming.
1996 . 2000 Axis Multimedia Salvador (br) /Started as a programer ended up as a designer.

. skills

Experienced with digital thinking, design, advertising and technology, able to create concepts and develop projects focusing in the convergence of medias. Has delivered projects for handheld/mobile, Internet/Intranet, interactive television, television, magazines, posters, illustrations, CD sleeves and brand identity;
Passion for multidisciplinary thinking, visual experimentations, interface animation and motion design;
Fluent English and Portuguese;
Tools: Flash, AfterEffects, Photoshop, Illustrator, InDesign, FinalCut, Reason, Ableton Live, HTML, CSS, DreamWeaver, ActionScript (low level), Mac OS, Windows, electronics, openFrameworks (first steps).

. awards

Prêmio Abril Gold.Gol Ponteiros /Gol Air Lines
El Sol Gold.Gol Ponteiros /Gol Air Lines
MOnline.MSN Gold.Gol Ponteiros /Gol Air Lines
FIAP Silver.Twix Heads /Twix
El Ojo Iberoamerica Silver.Boy /Bauducco
El Ojo Iberoamerica Silver.Gol Ponteiros /Gol Air Lines
CCSP Silver.Twix Heads /Twix
El Ojo Iberoamerica Bronze.Pepsi AirGuitar Mobile /Pepsi
El Ojo Iberoamerica Bronze.Toddy Game /Toddy
El Ojo Iberoamerica Bronze.Twistão Mobile Game /Pepsi
FIAP Bronze.Parati Track & Field /Volkswagen
FIAP Bronze.Boy /Bauducco
MOnline.MSN Bronze.Twix Heads /Twix
New York Festivals Finalist.Gol Ponteiros /Gol Air Lines
One Show Interactive Merit.Boy /Bauducco
Cannes Shortlist.Boy /Bauducco
Prêmio Abril Finalist.Pepsi X /Pepsi
FIAP Finalist.Gol Ponteiros /Gol Air Lines
FIAP Finalist.Twix Heads /Twix
FIAP Finalist.Twistão Mobile Game /Pepsi
London Awards Finalist.Pepsi AirGuitar Mobile /Pepsi
London Awards Finalist.Clock /Bauducco

. clients

Coca-cola, Telefonica, PT Telecom, VISA, VW, Audi, BMW, Nike, Johnnie Walker, Toddy, MTV, Havaianas, M&M's, Gatorade, Pepsi, Miller, Bayer, Twix, Absolut, Embev, Ruffles, Olá, Claro...

. exhibitions live acts

2009 Quartet #3 (Avelas Quartet) piece by Koen Nutters, together with DNK at The Floor Gallery /Amsterdam (nl)
2009 DJ Performance at OT301 /Amsterdam (nl)
2008 Computador macaco assubio não. Audio Performance at NIU, Tsonami Barcelona Festival /Barcelona (nl)
2008 Ménuzum. Audio Performance at DNK (concert series for new live electro-acoustic music) /Amsterdam (nl)
2006 Performance at FILE (Electronic Language International Festival) /São Paulo (br)
2005 Collective photo exhibition at Imã Gallery /São Paulo (br)