

# Amanda Coppeti

## Graphic Designer and Art Director

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### SUMMARY

Senior Graphic Designer with 8+ years of international experience and dual BFAs in Communication Design and Advertising. I specialize in cross-cultural branding, visual identity systems, packaging design, and 360° campaigns. I've collaborated with major retail clients in Brazil and led full-scope design projects in the U.S., blending strategic thinking with strong visual storytelling. Whether in fast-paced agencies or leadership roles in design teams, I bring a thoughtful, versatile approach to creating brands that connect and perform.

### WORK EXPERIENCE

#### Hoot Design Co.

01/2025 – Present

Senior Graphic Designer

- Worked across branding, packaging, and digital design for national and regional clients
- Led 10+ full brand identity projects from concept to launch, with most approved without client revisions
- Elevated client deliverables with polished mockups and compelling brand presentations that boosted approval speed

#### Live The Agency | São Paulo, Brazil

01/2023 – 05/2023

Freelance Art Director

- Designed integrated campaigns for HBO Max Brazil, with a focus on sports-related activations

#### Paim Creators Agency | Porto Alegre, Brazil

01/2021 – 07/2021

Senior Art Director

- Conceptualized and led integrated campaigns for Renner Brasil, one of the largest retail brands in the country
- Created campaign visuals and content strategies tailored to resonate with a Latin American audience

#### W3 Haus | Porto Alegre, Brazil

11/2019 – 01/2021

Creative Art Director

#### Escala Agency | Porto Alegre, Brazil

11/2018 – 11/2019

Creative Art Director

#### Global Agency | Porto Alegre, Brazil

08/2016 – 11/2018

Junior Art Director

### EDUCATION

#### BFA in Communication Design

08/2021 – 05/2025

Stephens College – Columbia, MO

#### BFA in Advertising

01/2014 – 08/2018

ESPM – Escola Superior de Propaganda e Marketing – Brazil

### SKILLS

**Hard Skills:** Typography, Branding, Illustration, Packaging Design, Art Direction, Motion Design, Video Editing

**Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Procreate, Figma

**Languages:** English (Fluent), Portuguese (Native), Spanish (Advanced), German (Basic)

**Soft Skills:** Conceptual Thinking, Creative Strategy, Cross-cultural Communication, Team Leadership