

# Higor Marcelino

Brand & Content Designer · Relocating to Amsterdam, NL

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## PROFILE

Brand & Content Designer with 5+ years of experience building visual identities, campaigns and content for hospitality, lifestyle and healthcare brands. Combines strategic thinking with hands-on execution across branding, naming, video editing and digital content. Strong focus on consistency, storytelling and performance across multiple touchpoints.

## EXPERIENCE

### Bagano

2024 – Present

*Co-founder & Brand Designer*

- Built the brand from scratch, including naming, strategy and complete visual identity
- Developed and executed social media content, video production and marketing materials
- Managed all brand touchpoints across digital and physical channels
- Contributed to brand positioning, storytelling and creative direction

### Fever

2021 – Present

*Brand Designer & Video Editor*

- Created and maintained brand identities across multiple client projects
- Produced and edited video content for social media and marketing campaigns
- Delivered consistent visual execution across branding and content production
- Collaborated with teams to translate concepts into effective visual communication
- Managed multiple projects simultaneously in fast-paced environments

## SELECTED WORK

**Piastro Restaurant** · **BSK Clinic** · **Abu Dhabi** · **DF Skin** · **Pharmasis** · **Sensi Clinic**

- Developed brand identities, naming and scalable visual systems
- Designed packaging, social content and brand applications
- Ensured consistency across multiple touchpoints and formats
- Created content aligned with brand positioning and audience

## SKILLS & TOOLS

**DESIGN** Brand Identity · Visual Systems · Campaign Design · Packaging · Naming

**CONTENT** Social Media · Short-form Video · Reels & TikTok · Art Direction

**DIGITAL** Digital Ads · Email Marketing · Social Strategy

**TOOLS** Figma · Illustrator · Photoshop · Premiere Pro · InDesign · Canva

## EDUCATION

### Bachelor of Design

2019 – 2022

Universidade do Vale do Itajaí (Univali) · Brazil

Visual Communication · Branding · Typography · UX/UI · Motion Design

## LANGUAGES

**Portuguese** Native (C2)

**English** Cambridge C2

**Spanish** Intermediate