

# leo ehrlich resume

Hello, nice to meet you.

I've been designing stuff since 1998 when I first opened photoshop 5 during high school. I started designing and coding those heavy flash websites back in the day.

Then I had a couple of years working in advertising agencies in Brazil, Mexico, and Dubai, and managed to make a transition to product design, leading multi-disciplinary teams and founding my own company and product that today gives me some passive income, but most importantly, helps 200k Brazilians reach their financial goals.

Now I want to work on a great product and if I'm lucky, meet some interesting people to start another company.

I have a passion for making things and crafting digital experiences. I want to see the products I work being used by millions of people and I get very frustrated when my designs don't go live as they were designed, although I am also flexible to operate under an MVP strategy.

I also love working with creative people from different skillsets and you can see a lot of collaborations in my portfolio like motion designers, 3d artists, photographers, illustrators, and even sound designers. People that I brought in to make the projects even more special.

I enjoy leading teams and have done it for 6 years already. But I also like to get my hands dirty when it comes to execution and I never miss a day designing something on my own. That's why I started a side hustle where I design a poster every day with inspiring quotes.

During my time working in the advertising industry, I got some great international awards, like Cannes Lions, The One Show, and D&AD. But honestly, to me, my biggest award is to be able to inspire and help someone with my design.

That's what I'm looking forward to.

## professional experience

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**Dec 2014 - Present**

Remote Worldwide

### Founder and Design Director

**Clube FII**

Clube FII is the biggest website of Real Estate Investment Trust ( REITs ) in Brazil. The website provides daily information for more than 200k subscribed users through forums, online courses, articles, interviews and a set of advanced tools for investors to learn, build and track their portfolios and reach their financial goals. My role as a founder and design director consists of leading the entire creative and design direction in the disciplines of design systems, user experience, product design, collaterals, branding, advertising, motion, video and social media.

**Jul 2016 - Mar 2018**

Dubai

### Associate Design Director

**Fjord Dubai**

Was invited to join the Etisalat Design Studio to be responsible for all the visual design delivery of all the digital projects and products of Etisalat, the biggest telecom in the middle east. Led a team of 8 visual designers at times and worked along with other 16 designers specialized in research and service design. Initiated and created a design system for the company, impacting all the digital products and being used by millions of people through the emirates and middle east.

**Apr 2015 - Apr 2016**

Dubai

### Head of Design

**BBDO Dubai**

Joined BBDO Dubai as a Head of Design integrating their digital arm called Impact Proximity creating and designing digital projects for top companies and brands in the Middle East while leading a team of 4 multi-disciplinary designers and working alongside creatives and developers but also dealing with a diverse range of freelancers, vendors, and production companies to bring value to the projects.

**Oct 2012 - Dec 2013**

Dubai

### Senior Art Director

**Ogilvy Dubai**

At Ogilvy, I was working with some local clients designing their websites, doing a lot of digital campaigns for big brands in the region, several pitches and I also had the chance to participate and design the most globally awarded digital campaign for the region winning 7 Cannes Lions awards and many other international awards, while leading a team of 2 junior art directors.

**Oct 2011 - Oct 2012**

Dubai

### Senior Art Director

**Wunderman Dubai**

I had my first experience in an advertising agency in Dubai hired as a senior creative, conceptualizing and designing digital campaigns for international brands and some local clients too, doing their websites and social media campaigns, also working on a lot of pitches to acquire new business and helping win and secure the multi-million business of Saudi Telecom.

**Jan 2011 - Oct 2011**

Mexico

### Senior Art Director

**Grupo W**

I moved from Brazil to Mexico to work in this company that was the most awarded digital agency in Mexico at the time, producing very complex digital websites for big brands around Mexico and the world. I had the opportunity to create and design the biggest revenue project of the company in 2011, for Coors Light exclusive to the American market. I worked in this project during my entire tenure, working alongside a very talented team with multidisciplinary skills having the chance to learn a lot about digital production.

## professional experience

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**Sep 2008 - Jan 2011**

São Paulo

### **Art Director**

**DDB Brazil**

My period working at DDB Brazil ( locally known as DM9 ) was the most creative period of my career. There I had the chance to work with some of the most brilliant advertising legends of my country, and together with them I contributed for the agency to achieve the status of “Agency of the Year” at the Cannes International Lions festival, and also created and designed projects that won several major global advertising awards including “Volta Ferrorama”, a project that won the first Gold Cannes Lions award in Brazil on the “Direct” category.

**Jan 2007 - Jun 2008**

São Paulo

### **Assistant Art Director**

**Isobar Brazil**

My first experience moving from Rio de Janeiro to São Paulo was full of learning and discoveries. I designed digital advertising campaigns and websites for top Brazilian companies and worked with some of the best digital talents in Brazil that are now working for the best companies around the world. I’ve learned a lot from each one of them and was able to contribute to great projects.

**jun 2006 - dec 2006**

Rio de Janeiro

### **Intern**

**Tecnopop**

While studying Visual Communications in Rio de Janeiro, I managed to find the time to intern at one of the most prestigious design studios in my city. The studio was focusing on making a design for bands, artists, and the cultural scene, and I had the chance to design websites for famous bands in Rio de Janeiro.

## awards

### 2014

**one show interactive**  
1 Gold

**one show advertising**  
1 Bronze  
1 Merit

**one show entertainment**  
1 Bronze

**clio**  
1 Grand Clio  
1 Gold  
1 Silver  
3 Bronze

**d&ad**  
1 Wood Pencil

**dubai lynx**  
2 Grand Prix  
5 Golds  
2 Silvers

### 2013

**cannes media lions**  
1 Silver

**cannes mobile lions**  
2 Silvers  
1 Shortlist

**cannes outdoor lions**  
1 Silver

**cannes promo & activation lions**  
1 Silver

**cannes branded content & entertainment lions**  
2 Bronzes

**cannes pr lions**  
1 Shortlist

**london international**  
1 Silver  
2 Bronze  
2 Finalists

**epica awards**  
1 Grand Prix  
1 Gold  
1 Silver

### 2011

**cannes direct lions**  
1 Gold  
1 Silver

**el sol**  
1 Silver  
1 Bronze

**sao paulo creative club**  
1 Silver

**colunistas brazil**  
1 Grandprix

**colunistas são paulo**  
2 Golds

**wave festival**  
1 Gold  
1 Bronze

**fiap**  
1 Grandprix  
1 Gold

**fwa**  
1 Shortlist

### 2010

**fiap**  
1 Silver

**sao paulo creative club**  
1 Bronze

**el ojo interactivo**  
1 Gold  
1 Bronze

### 2009

**cannes cyber lions**  
1 Bronze  
3 shortlists

**wave festival**  
1 Gold

**el ojo**  
1 Grand Prix  
1 Gold  
1 Bronze

**sao paulo creative club**  
1 Bronze

**london international**  
1 Bronze

**one show interactive**  
1 Merit

**webby awards**  
1 People's Voice Award

**new york festivals**  
1 Silver

**fiap**  
1 Silver

**el sol**  
1 Silver

## clients

7up  
Alshaya  
Amanco  
Bradesco  
C&A  
Coca Cola  
Coors Light  
Credicard  
Dubai Government  
Emirates Airlines  
Espn  
Estrela Toys  
Etihad Airlines  
Etisalat  
Fanta  
Fedex  
Fiat  
FMG Group  
Gerda  
Honda  
IBM  
Intel  
Inwi Telecom  
Johnson and Johnson  
Landmark Group  
Latinstock  
Mars Chocolates  
MASP  
Mirinda  
Nissan  
Nokia  
Pepsi  
Philips  
Sadia  
Saudi Telecom  
Sprite  
Starbucks  
Telefônica  
Terra Networks  
UCIC  
Unilever  
Visa  
Volvo  
Whirlpool

## skills

### creation of design systems

Establishing the right tools and methods to create a living design system that works in multiple platforms and it's synced with both development and design teams in an agile environment.

### UX and UI leadership across multiple platforms

Leading a team of UX and UI designers and delivering work from prototype to final product in multiple platforms.

### product design

Leading the design of a digital product through all it's touch-points from mobile, web, smartwatch, TV, interactive surfaces and even print, ensuring that it all follows the same design system to create a seamless user experience while making sure it's implemented correctly across each iteration step.

### management of cross-disciplinary teams

Finding and hiring the right talent to collaborate and give their best on a specific project, while mentoring and managing the quality output of their deliverables to ensure career evolution.

### design and creative direction

Providing complete creative output and dealing with a multidisciplinary team, ensuring that the work stands out while communicating with the brand essence and guidelines.

### conceptualization of award winning ideas

Brainstorming and creating ideas that makes an impact to the business and win global and local creative awards.

## education

jan 2004 - dez 2006  
3 years

### Bachelor of Design in Visual Communication ( Incomplete )

The Pontifical Catholic University of Rio de Janeiro ( PUC Rio )