

Lucas Morato

Senior Art Director | Creative Lead | AI & Creative Technology

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PROFESSIONAL SUMMARY

Senior Art Director / Creative Lead with 17+ years in art direction, integrated campaigns, key visuals, branding, 3D/motion, events and digital experiences, connecting creative craft with generative AI, automation and prototyping. Experienced in creative leadership, client interface, Design Ops, 0-to-1 products and high-volume delivery, working from concept to execution.

PROFESSIONAL EXPERIENCE

Senior Art Director | AI & Creative Technology | Creative consulting, own products and AI prototypes | 2025 - Present

- Leads creative direction projects, campaigns, visual narratives and digital experiences, applying generative AI, automation and data to the creative process.
- Conceived and delivered own products such as Novini, LeadFinder, ImpulsaFlow and LeadNexo, using discovery, UX, architecture, automation, analytics and delivery as extensions of the creative process.
- LeadFinder: structured a 0-to-1 commercial intelligence SaaS product, connecting public research, data qualification and export into a usable flow.
- ImpulsaFlow: created a verticalized AI content operations ecosystem combining prompts, calendars, scripts, profile context, guardrails and human review.
- Develops prototypes and integrations with AI, automation, APIs and web technologies to bring concept, experimentation and delivery closer together.

Sr. Art Director & Creative Lead | Point Comunicacao | Sep 2018 - May 2025

- Led creative direction for major accounts and integrated campaigns, including Santander, Bradesco, Itau, Honda, Chevrolet, Nestle and Bayer.
- Created and supervised key visuals, corporate event identities, campaign systems, digital assets, presentations, social media and landing pages.
- Connected art direction, storytelling, branding, Design Ops, client interface and team leadership across high-volume delivery.
- Implemented automation and workflow practices to accelerate repetitive creative routines while preserving visual consistency, technical quality and security.

Founder & Head of Product Design | Novine | Feb 2015 - Sep 2018

- Founded and managed a digital business focused on e-commerce, visual identity, web design, 3D production, UX/UI and digital marketing.
- Owned end-to-end delivery: briefing, concept, branding, information architecture, interface design, front-end and launch support.
- Combined visual craft, digital performance and technical implementation to turn brand needs into usable digital experiences.

3D Visualization Specialist & Graphic Designer | Record TV | Mar 2014 - Nov 2016

- Created computer graphics and 3D visualization for modernization of corporate infrastructure, studios, executive rooms and broadcast environments.
- Translated technical and executive presentation requirements into renders, visual concepts and clear stakeholder materials.

Earlier Creative Technology & Front-End Roles | Sell Propaganda / Playcorp Eventos | Jan 2009 - Apr 2013

- Front-End Developer & Digital Creative at Sell Propaganda: interfaces, digital campaigns and assets for clients such as Walmart, Magazine Luiza and Tarkett.
- 3D Motion Designer & Event Technology at Playcorp Eventos: 3D, motion, projections and technical support for events such as Skol Sensation, Reveillon da Paulista, Carnival of Sao Paulo and Dove activations.

CORE SKILLS

Art Direction	Senior Art Director, Art Direction, Creative Direction, Creative Lead, Key Visuals, Campaigns, Branding, Design Ops, 3D, Motion
AI for creative work	Generative AI, OpenAI/ChatGPT, Claude, Gemini, ComfyUI, Runway, n8n, AI workflows, prompt strategy
Product / UX	Product Strategy, Discovery, UX, Product Lead, AI Product Manager, 0-to-1, SaaS, Product Analytics, Prioritization
Technology	APIs, Webhooks, Next.js, TypeScript, PostgreSQL, Redis, Docker, SQL
Growth / Digital	GA4, Google Ads, SEO/CRO, Funnels, A/B Testing, e-commerce, performance analysis

EDUCATION

- Postgraduate Degree - Strategic Design, UI/UX & Digital Marketing | FMU / FIAM-FAAM, Sao Paulo | 2019 - 2020
- Postgraduate Degree - CyberSecurity, Software Architecture & Data Science | Pontifical Catholic University of Parana (PUCPR) | 2021 - 2022
- Bachelor's Degree - Webdesign / Digital Design | Universidade Anhembí Morumbi, Sao Paulo | 2008 - 2012

CERTIFICATIONS AND RECOGNITION

- Google Ads Certification and Google Analytics Certification.
- 80+ international cybersecurity and technology certifications.
- Hack The Box — #1 Brazil, Season 2, 2024.

LANGUAGES

- Portuguese: native.
- English: advanced for reading and technical research; intermediate for conversation and meetings; actively improving toward full professional fluency.