

RESUME

CREATIVE/ART DIRECTOR & SENIOR DESIGNER

LEO VEIRA

Creative/Art Director & Senior Designer with 10+ years of experience in brand development, marketing strategy, and interactive design. Skilled in leading marketing campaigns, overseeing visual storytelling, and executing high-impact creative solutions across digital and print media.

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EXPERIENCE

FOUNDER & CREATIVE DIRECTOR // SHADOWPLAY TOYS // Remote // July 2024 - Present

Founder & Creative Director of Shadowplay Toys, an independent e-commerce brand specializing in fandom-inspired toys, apparel, and collectibles. I currently oversee all aspects of the business, from product design and branding to marketing and fulfillment, leveraging creative storytelling and digital strategy to drive sales and audience engagement.

Company website: WWW.SHADOWPLAYTOYS.COM

- Designed and developed a diverse product line, blending humor and macabre aesthetics to attract niche audiences.
- Optimized Etsy and Shopify storefronts with SEO-driven strategies, increasing visibility and conversion rates.
- Projected sales of over \$100,000 in revenue within the first year while independently managing design, production, and fulfillment.

Skills Utilized: E-Commerce Strategy • Product Design • Branding • Digital Marketing • SEO Optimization • Copywriting • Advertising • Graphic Design • Illustration • Packaging Design • Social Media Marketing • Google Ads • Shopify • Etsy • Customer Experience • Project Management • Creative Direction • Content Strategy • Adobe Creative Suite • Figma • Print Production • Supply Chain Management • Fulfillment Operations

SENIOR DESIGNER // MAILCHIMP // Remote // Oct 2023 - Present

Senior Creative Designer for Mailchimp's internal creative agency, Wink. Designed high-profile marketing campaigns that reached millions of customers weekly, crafting visually compelling assets that enhanced engagement and brand consistency. Through my data-driven design and strategic execution, Mailchimp saw a dramatic increase in user retention and clickthrough rates, optimizing performance across email, web, and digital advertising channels.

- Developed visually compelling assets optimized for performance, continuously refining designs based on data insights and user behavior.
- Led design reviews and provided strategic creative direction and mentored junior designers.
- Conducted multivariate testing, analyzing results to implement design optimizations that improved marketing impact.
- Translated creative briefs into cohesive multi-channel assets, aligning design with business objectives across digital marketing platforms.
- Collaborated cross-functionally with marketing strategists and product teams to ensure brand consistency.

Skills Utilized: Digital Asset Management • Product Design • Branding & Identity • Advertising Campaigns • UX/UI Design • Visual Storytelling • Marketing Strategy • Conversion Optimization • Multivariate Testing • Pitch Deck Development • Style Guides & Design Systems • Creative Concepting • Cross-Channel Design • Adobe Creative Suite • Figma • Data-Driven Design

ART DIRECTOR // RECUR // Remote // Aug 2022 - Aug 2023

Art Director for RECUR, a Web3 SaaS company that designs & develops dedicated branded experiences that allows users to buy, collect, and re-sell digital products through blockchain technology. I directed design and development of innovative Web3 branded experiences, enabling seamless transactions of digital products in all industries.

- Directed design and development of innovative Web3 branded experiences
- Led diverse projects within globally recognized IP, adapting to varied art styles while ensuring alignment with brand objectives.
- Managed a team of designers and creatives, fostering collaboration for efficient project execution.
- Utilized Figma, Sketch and Adobe XD for website and app designs, while incorporating 3D elements through Autodesk Maya and Cinema 4D.
- Produced impactful daily graphics and animations for social advertising, enhancing user engagement and brand visibility.

Skills Utilized: Mobile Application Design • Prototyping • Product Design • User Experience Design (UED) • Wireframing • Interaction Design • Graphic Design • Research • Branding • Creative Concepts • 3D Animation • 3D Modeling • Motion Graphics • Project Management • Midjourney • Adobe Creative Suite • Autodesk Maya • Cinema 4D • Blender • Figma

ART DIRECTOR + PRODUCT DESIGNER // VEIRA LLC // New York, NY // Nov 2015 - Aug 2022

Freelance Art Director and Product Designer for multiple clients nationwide. Services include: UX/UI Design, 3D Animation, Game Development, Photography, Motion Graphics, Branding, Audio Engineering, Web3 and all forms of Digital Marketing.

- High fidelity websites and apps designed in Figma, Invision, Webflow, Adobe XD and Sketch App.
- Spearheaded integrated marketing campaigns and developed brand guidelines to support multiple companies' growth.
- Mentored clients and managed brand experiences by laying foundational UX/UI design for teams to build upon.
- Developed Branding Guidelines and Whitepapers for various start-ups as a consultant.

Skills Utilized: Mobile Application Design • Prototyping • Product Design • User Experience Design (UED) • Wireframing • Interaction Design • Graphic Design • Research • Branding • Creative Concepts • 3D Animation • 3D Modeling • Motion Graphics • Project Management • Midjourney • Adobe Creative Suite • Autodesk Maya • Cinema 4D • Blender • Figma

PRODUCER // CONSTELLATION // New York, NY // Feb 2021 - Sep 2022

Lead Producer within the Creative department at Constellation, a B2B SaaS agency providing innovative advertising solutions.

- Orchestrated video shoots, animations, and brand campaigns for renowned brands like BMW, Chase Bank, and more.
- Directed end-to-end project operations, managing project timelines and media for optimal execution.
- Spearheaded impactful B2B and B2C marketing projects, showcasing expertise in delivering tailored marketing solutions.
- Coordinated teams of designers, motion graphic artists, writers, and researchers/strategists to deliver high-impact projects, emphasizing the ability to lead and inspire cross-functional teams.

Skills Utilized: Team management • Logistics • Digital Asset Management • Product Marketing • Film Production • Product Design • Branding • Advertising • Pitch Decks • Style Guides • Creative Concepts • Adobe Creative Suite • Figma • Cinema 4D

SENIOR BRAND DESIGNER + SOCIAL MEDIA MANAGER // MICHELLE'S PIANO // Portland, OR // Nov 2019 - Nov 2020

Senior Brand Designer + Social Media Manager at Michelle's Piano. Contracted to lead the design and marketing of all digital and print advertisements for the brand across all social platforms.

- Spearheaded company growth and demand generation efforts through the development and implementation of impactful marketing strategies.
- Crafted visually engaging presentations for virtual webinars, effectively communicating the company's value proposition to all prospective clients.
- Applied expertise in design and marketing to drive business growth and align with the company's mission and vision.

Skills Utilized: Vector Illustration • Copywriting • Customer Experience • Adobe Photoshop • Adobe Premiere Pro • Adobe InDesign • Figma • Sketch App • Adobe XD • Webflow • Project Management • Print • Film Production • Photography • Graphic Design • Product Design

CREATIVE DESIGNER + PRODUCTION COORDINATOR // JAZZ AT LINCOLN CENTER // New York, NY // April 2018 - May 2019

Creative Designer + Production Coordinator for the internationally renowned non-profit arts organization, Jazz at Lincoln Center. I worked in the Creative department alongside other photographers, graphic designers and video editors in order to expedite delivery and production of all print and web assets.

- Designed various physical and digital brand assets to drive event branding, messaging, and content strategy including print advertisements as well as overall product design.
- Aided integrated marketing campaigns and developed digital asset management systems and brand guidelines to support the company's growth.
- Managed all video productions and ensured quality control during filming and in post-production.

Skills Utilized: Vector Illustration • Copywriting • Customer Experience • Adobe Photoshop • Adobe Premiere Pro • Adobe InDesign • Project Management • Print • Film Production • Photography • Graphic Design • Product Design • Music Business •

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PRODUCTION COORDINATOR // TK DIGITAL CORPORATION // Brooklyn, NY // August 2016 - March 2018

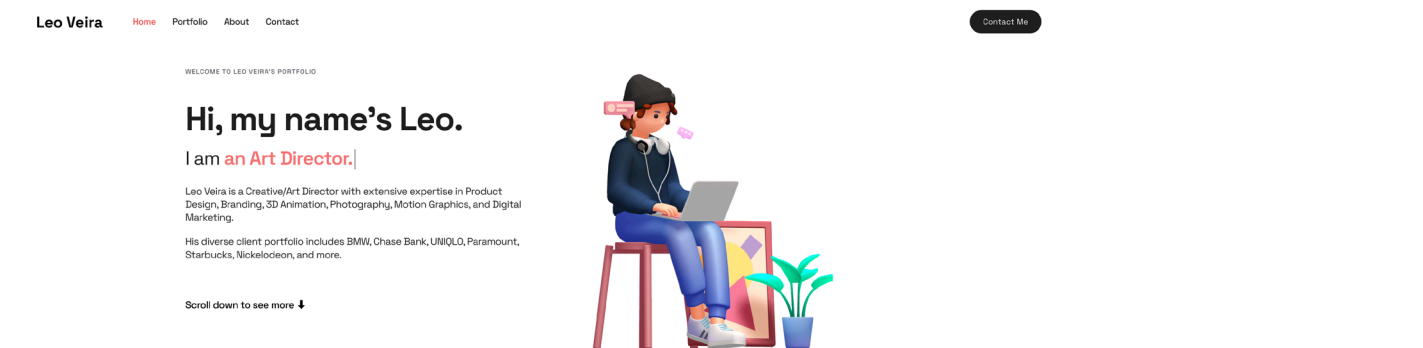
Production Coordinator for Brooklyn based Japanese Film Production company involved in multiple high-profile television and commercial work for clients such as Uniqlo, Lexus, NHK, the 2020 Olympic committee, and several TV programs.

- Translated Japanese/English on site and in documentation to ensure proper communication.
- Acted as Casting Director, Producer, and Cameraman
- Managed average 12-hour workdays and supervised a team of 50+ production staff.
- Shot photography and video with multiple different camera systems.
- Engaged in extensive contract negotiation and secured licensing deals.

Skills Utilized: Film Production • Videography • Photography • Color Correction • Logistics • Operations • Project Management • Adobe Premiere Pro • Final Cut Pro • DaVinci • Casting • Japanese/English Translation

PORTFOLIO

For full access to my past work, please visit www.loveira.com
(Preview below)



EDUCATION

2011 - 2015

BACHELOR OF FINE ARTS
New York University
Tisch School of the Arts

TECHNICAL SKILLS

Adobe Suite	████████████████████
Figma	████████████████████
Cinema 4D	██████████████████
Zbrush	██████████████████
Microsoft Office	██████████████████

FOREIGN LANGUAGES

Japanese	██████████████████
French	██████████████████
German	██████████████████
Korean	██████████████████
Portuguese	██████████████████

HOBBIES

- Collecting & Designing Toys
- Music Production & Sound Design
- Historical & Mythological Research
- Gaming & Game Design