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Creative Director with 20+ years of experience leading design, brand, and marketing initiatives across healthcare, finance, tech, and lifestyle. Known for turning ideas into high-performing creative that connects strategy, storytelling, and conversion. I lead by example, thrive under pressure, and inspire teams with clarity, focus, and a collaborative spirit.



Core Skills

Brand Development • Creative Direction • Art Direction • Visual Identity • Brand Architecture • Voice & Tone • Messaging & Copywriting • UI/UX Design • Design Systems • Accessibility • Prototyping • Motion Design • Data Visualization • Storytelling • Product Strategy • Conversion Optimization • Content Strategy • Packaging & Print • Photography & Video Direction • AI-Assisted Creative Workflows (Midjourney, Runway, Sora, Firefly, DALL-E, Veo 3) • Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Premiere, After Effects, Audition, Lightroom, Animate) • Figma • Asana • Design Ops • Agile Workflow • Vendor Management • Budgeting • Talent Hiring & Mentorship • Executive Communication • Strategic Thinking • Startup Growth

Professional Experience

Creative Director

Levo Health
Tampa, FL
Jan 2024 – Present

- Lead creative strategy and execution for healthcare and wellness brands across print, digital, and video
- Define brand standards and ensure consistency across touchpoints
- Manage and mentor multidisciplinary teams, collaborating with cross-functional partners
- Produce marketing materials and branded environments, overseeing vendors and production
- Streamline workflows and approvals for 40+ clients using Asana

Design Manager

Boatsetter
Tampa, FL (Remote)
Nov 2022 – Jan 2024

- Refreshed Boatsetter's brand across digital channels to position it as a market leader
- Led cross-functional creative initiatives and developed integrated campaigns for key launches
- Directed design teams to ensure quality and consistency

Sr. Marketing Designer

TraceAir
Tampa, FL (Remote)
Apr 2022 – Nov 2022

- Created assets across digital and print to elevate company visibility.
- Produced ebooks, UI mockups, social content, and sales materials.
- Strengthened visual consistency and across product and marketing.

Senior Graphic Designer
Ideal Agent
Tampa, FL
Jun 2021 – May 2022

- Led, designed and edited design and video for TV commercials, digital campaigns, platform interfaces, and print collateral.
- Contributed to high-impact marketing through UX-informed design.

Design Manager
Eleven Financial
São Paulo, Brazil
Mar 2017 – Aug 2019

- Evolved the brand's visual identity across campaigns and platforms.
- Directed creative for YouTube channel growth, boosting engagement and authority.
- Used competitive analysis, A/B testing, and design thinking to enhance performance.

Sr. Art Director
PremierPet
Sao Paulo, Brazil
Feb 2013 – Jul 2015

- Designed catalogs, brochures, sales kits, point of sale materials, and technical sheets for product lines and veterinary audiences
- Created event booths and on site collateral for major trade shows
- Produced magazine ads and print campaigns aligned with seasonal launches and channel needs

Education

UI Design Bootcamp
Memorisely, Tampa FL,
Jan 2024 (Remote)

Hands on training in UX research, wireframes, and high fidelity prototypes with Figma components, variants, and Auto Layout, plus accessibility, responsive patterns, usability testing, and clean developer handoff.

Animation with After Effects
Impacta School, Sao Paulo, Brazil
Jun 2018

Mastered keyframing, graph editor, easing, typography in motion, compositing, and export workflows for social and web, delivering polished motion assets that lift engagement.

Advanced Photoshop
Opa! Escola de Design, Fortaleza, Brazil
May 2011

Deep dive into workflows with masks and smart objects, color correction, retouching, compositing, RAW processing, and CMYK prep for print ready files.

BA in Graphic Design
Estacio de Sa Universities, Sao Paulo, Brazil
Apr 2011

Foundation in typography, layout, branding, color theory, packaging, and print production, with concept development, critique, and design thinking that ties creativity to business goals.

LinkedIn Recommendations

Hugo is a great creative talent and personality to have on a team. At Boatsetter, he was known for bringing optimism to work every day and approaching every new creative challenge with curiosity and enthusiasm.

Michael Farb CEO @ Boatsetter

I would brief creative needs and provide subject matter expertise, and Hugo always provided clarifying suggestions and incorporated feedback in a constructive way. Hugo's optimism and openmindedness in the creative process are as valuable as his design prowess.

Luke Campbell Dir. of Operations @ Boatsetter