

YASMIN MATOS

Creative Director & Head of Creative | Generative AI & Creative Innovation

São Paulo, Brazil

+55 11 98827-9194 | yasmin.m.araujo@gmail.com | yasminmatos.art

PROFILE

Creative Director and Head of Creative with **15+ years** of experience across advertising, visual storytelling and integrated campaigns. Leads multidisciplinary teams and work from concept through production, combining strategic thinking, art direction and hands-on Generative AI. Experience spans Brazil, Denmark, Japan and the UAE, with a focus on building scalable creative workflows, mentoring teams and translating emerging tools into practical creative processes.

Selected clients: O Boticário, Adidas, Puma, Majid Al Futtaim, NTT, Galderma, JOVI, Vult and O.U.i Paris.

CORE EXPERTISE

Creative Direction • Generative AI Creative Direction • Art Direction • Integrated Campaigns • Social-first Content • AI Tooling & Workflow Design • Team Leadership & Mentoring • Creative Strategy • Client Presentations & Pitches • Video & Motion • Creative Operations

SELECTED AI & INTERNATIONAL WORK

MAJID AL FUTTAIM, UAE | Share Rewards "Beat That" | AI Creative Direction

Directed the creation of 40 AI-generated campaign visuals plus motion loops representing distinct consumer profiles and shopping contexts. Built a multi-tool workflow spanning generation, facial refinement, scene composition and manual post-production, delivering final assets for malls, public spaces and digital channels.

NTT, JAPAN | AI Visual Production

Created AI-driven visual work for an international technology client, combining generative production with art direction and brand-led refinement.

STEFANINI GROUP, BRAZIL | Generative AI Campaign

Developed the visual direction and AI-generated imagery for a campaign designed to spotlight the global technology group's AI capabilities, extending the aesthetic into dynamic video case content and project storytelling.

WORK EXPERIENCE

MESSS | Head of Creative | São Paulo, Brazil | 2026–Present

- Lead the agency's creative department across brands including Vult, Eudora, O.U.i Paris, Cetaphil, Dermotivin, Sculptra and JOVI, overseeing concepts, art direction, copy and integrated campaign execution.
- Partner with Strategy and Client Services to translate business objectives into culturally relevant creative platforms, campaigns and activations.
- Mentor a multidisciplinary creative team, raising the quality bar, strengthening conceptual thinking and guiding work from first idea through final delivery.
- Implement creative rituals, review structures and scalable workflows to improve quality, consistency and collaboration as the agency grows.

W3HAUS | São Paulo, Brazil | 2023–2026

Head of Creative, 2024–2026 | Senior Strategic Art Director, 2023–2024

- Led creative and strategic development for O Boticário across product launches, special projects and multi-channel campaigns, connecting business objectives with culturally relevant storytelling.
- Managed and mentored nine creatives across art and copy while maintaining a high quality bar across social-first and integrated work.
- Built and scaled a Design System-driven workflow for performance marketing, integrating AI into the creative process to improve efficiency and production scalability.
- Developed campaign concepts, key visuals, pitches and opportunity projects; introduced AI-generated imagery into commercial work, including the Stefanini Group campaign.

GRAPA DIGITAL | Creative Lead | São Paulo, Brazil | 2022–2023

- Led the creative team across influencer marketing, social and brand work, developing strategic plans, client presentations and content strategies.
- Led the creative development of the winning pitch that positioned Grapa Digital as Adidas' culture marketing agency in Brazil.

REWEAR IT | Co-Founder, Creative & Product Lead | Copenhagen, Denmark | 2019–2022

- Co-founded Denmark's first fashion rental mobile app for women to rent and lend clothing, leading brand, visual communication, product development and marketing strategy.
- Launched a working prototype in 2021, acquired the first customers and joined Accelerace, a leading Nordic pre-seed investor and accelerator.
- Nominated for the SDG Tech Awards for green innovation and granted a Danish Startup Visa to lead the project from Copenhagen.

YASMIN MATOS STUDIOS | Freelance Art Director & Creative Strategist | São Paulo, Brazil | 2016–2020

- Worked independently across art direction, creative strategy and social media for clients including Guess, Universal Music, Risqué, Tropkillaz, Karol Conká, Ceia Ent. and Impulso Digital.
- Launched a clothing line that sold more than 2,500 pieces, directing three editorial campaigns and creating the brand's communication assets.

EARLIER EXPERIENCE

Art Director, B.O.B Bars Over Bottles (2020) • Art Director, Zenklub (2019–2020) • Art Director, Hood.cx (2017; projects for Puma, Fenty Puma and C&A) • Art Director & Content Creator, #PleasePostMe (2016–2017) • Social Media Manager, Shop2gether (2015–2016) • Creative Project Manager, F.biz (2014–2015; Unilever and TOTVS) • Content Creator, Cherry Plus (2012–2014) • Fashion Content Assistant, Oficina de Estilo (2009–2011)

EDUCATION & EXECUTIVE TRAINING

Experience Design
KAOSPILOT, Copenhagen | 2025

AI for Creatives
Miami Ad School Brasil | 2025

Creative Leadership
Miami Ad School Brasil | 2024

Human Centric Innovation
Hyper Island | 2023

Design Thinking
IED São Paulo | 2019

Bachelor’s Degree in Fashion/Apparel Design
Faculdade Santa Marcelina | 2010–2013

AI & PRODUCTION TOOLS

Krea • Adobe Firefly / Photoshop • Midjourney • Kling • Runway • Magnific • Topaz • After Effects • Figma

LANGUAGES

Portuguese Native / bilingual **English** Advanced **Danish** Basic to intermediate

