



Yasmin Matos

Head of Creative | Senior Art Director | Prompt AI Director & Designer | Digital Campaigns | Creative Strategy

Profile

Head of Creative + Senior Art Director with extensive experience in digital innovation, specializing in Branding Strategy, Creative Communication, and Digital Marketing. Demonstrated success in the culture, lifestyle & beauty sectors, with a proven track record of achieving impactful design outcomes through the use of AI technologies.

Employment History

Head of Creative at W3haus, São Paulo, São Paulo, Brazil

August 2024 — Present

- Lead the creative and strategic development of digital campaigns for O Boticário, the second most beloved brand in Brazil, recognized for its innovation and leadership in the beauty industry.
- Oversee 17 annual launch cycles, with at least 2 campaigns per cycle.
- Manage and mentor a team of nine creatives, ensuring excellence in campaign execution and alignment with the brand's pioneering vision.
- Develop innovative and socially impactful campaigns for digital platforms, with a strong focus on social media and audience engagement.
- Strategize and implement creative concepts with a forward-thinking approach, identifying opportunities that drive innovation and ensure the brand remains at the forefront of the beauty industry.

Senior Strategic Art Director at W3haus, São Paulo, Brazil

January 2023 — August 2024

- Specialized in crafting brand visual concepts, developing key visuals for campaigns, and executing creative strategies for digital marketing initiatives.
- Creative development for opportunity projects, promotional campaigns, and pitch initiatives, focusing on concept ideation and digital strategy.
- Produced compelling brand communication materials aligned with strategic objectives.

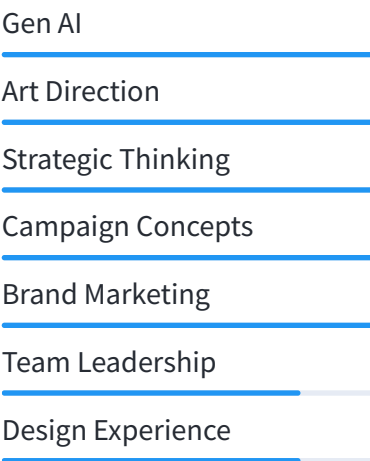
Details

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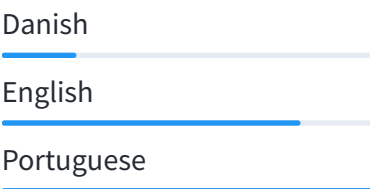
Links

[LinkedIn](#)

Skills



Languages



- Implemented AI-generated images creatively in projects, including a comprehensive campaign for Stefanini Group utilizing images created entirely on Midjourney.
- Led design efforts on major campaigns in collaboration with other art directors, ensuring cohesive and impactful creative execution.

Creative Lead at Grapa Digital, São Paulo, Brazil

August 2022 — January 2023

- Led the creative team at Grapa Digital, guiding other creatives and specialising in Influencer Marketing.
- Developed strategic plans, client presentations, and social media strategies.
- Crafted compelling content strategies for Influencer Marketing purposes, including brief development and execution.
- Led the creative development of a pivotal pitch project that secured Grapa Digital as Adidas' new culture marketing agency in Brazil.

Co-Founder at reWear it, Copenhagen, Capital Region, Denmark

October 2019 — January 2022

- Founded and led reWear it, Denmark's first fashion rental mobile app for women to rent and lend clothing.
- Created all visuals, including brand design, communication materials, and presentations.
- Managed prototype development, business development, and marketing strategy.
- Successfully launched a prototype in 2021, acquiring first customers, and joining the Accelerace program, the leading pre-seed investor and startup accelerator in the Nordics.
- Nominated for SDG Tech Awards for innovation in green technologies.
- Granted Danish Startup Visa; lived in Copenhagen for over a year to lead the project.

Freelance Art Director at Yasmin Matos Studios, São Paulo e Região, Brasil

October 2016 — August 2020

- Freelance projects as an Art Director, Creative Strategist, and Social Media Manager.
- Worked with clients such as Guess, Universal Music, Risqué, Tropkillaz, Karol Conká, Ceia Ent., and the Influencer Marketing Agency Impulso Digital, among others.

- Launched a successful clothing line as a side project, selling over 2500 pieces of clothing, working on three different editorial campaigns, and creating all communication assets.

Art Director at B.O.B Bars Over Bottles, São Paulo, Brazil

April 2020 — July 2020

- Led Art Direction and closely collaborated on ads strategy, creating communication assets for media campaigns during a 4-month freelance collaboration with B.O.B in 2020.

Art Director at Zenklub, São Paulo, Brazil

December 2019 — January 2020

- Freelance Art Director at Zenklub, specializing in creating communication materials for social media, website, and email marketing.

Art Director at Hood.cx, São Paulo Area, Brazil

June 2017 — September 2017

- Freelance Art Director responsible for creating communication assets for special events with clients such as Puma, Fenty Puma, and C&A.

Art Director & Content Creator at #PleasePostMe

October 2016 — May 2017

- Developed communication materials for digital campaigns.
- Designed presentation materials for agency introductions to clients.
- Produced content for social media.

Social Media Manager at Árvore.ag

February 2016 — March 2016

- Freelance Social Media Manager, covering for a colleague's holiday leave.
- Managed content creation and communication for fashion and lifestyle brands on digital platforms.
- Worked with clients including Corello, Triton, and Tufi Duek to maintain brand presence and engagement during colleague's absence.

Social Media Manager at S2G Comércio Eletrônico S.A.

February 2015 — January 2016

- Creatively responsible for social media management at Shop2gether, overseeing digital content strategy and execution.
- Developed new topics, content formats, and strategies for social media platforms.
- Collaborated closely with the photoshoot team to create and curate photos specifically for social media use.

Creative Project Manager at F.biz

November 2014 — February 2015

- Project Manager and Content Creator for the Unilever project "All Things Hair", collaborating directly with beauty digital influencers in Brazil.
- Contributed to projects for TOTVS, leveraging project management and content planning skills.

Content Creator at Cherry Plus

April 2012 — October 2014

- Content Creator for always-on social media content of various clients including Kate Spade New York, Calvin Klein, Sunglass Hut, Corello, Le Lis Blanc, Morana, and Singer.
- Responsible for copywriting, collaborating with art directors, and contributing to content strategy development.

Fashion Content Assistant at Oficina de Estilo

December 2009 — September 2011

- Collaborated with recognized Brazilian personal stylists Cris Zanetti and Fernanda Resende, who had over 15 years of experience in styling real-life clients and developing digital content and communication.
- Served as a content creator, graphic designer, and fashion researcher in this role.

Education

Design Experience, KAOSPILOT, Copenhagen

June 2025 — June 2025

Course in AI for Creatives, MIAMI AD SCHOOL BRASIL

January 2025 — January 2025

Course in Creative Leadership, MIAMI AD SCHOOL BRASIL

January 2024 — January 2024

Course in Human Centric Innovation, Hyper Island

January 2023 — January 2023

Design Thinking & , Istituto Europeo di Design - IED São Paulo

January 2019 — January 2019

Bachelor's degree in Fashion/Apparel Design, Faculdade Santa Marcelina

January 2010 — January 2013