

## ART DIRECTION & DESIGN

2016

Internship (Creative) /  
Célula Coletivo Experimental

2016 / 17

Internship (AD) /  
Redhook School

2017 / 19

Art Director /  
Candy Shop Ag / Renault,  
Fundação Grupo Boticário,  
Mundo livre FM

2019 / CURRENT

Independent AD & Designer  
(Brazil, USA and Canada)

## TEACHING

2021 / 22

UFPR / 135H /  
Teacher Intern /

Language and perception theory;  
Color studies on concept design;  
Design and art history;  
Teaching design and student protagonism.

2020 / 23

PUCPR / 6H /

Aulas em Disciplinas /

Deconstruction and design;  
Critical perspectives on communication.

2023 / ON DEVELOPMENT

PUCPR / Extension course on  
brand design

## EDUCATION

2014

Web Development /  
PHP, EXP. USUÁRIO, INTERFACES,  
ANÁLISE, SQL, HTML e CSS / SENAI

2018

Advertising (AD and CW) (+3 OTHER) /  
Redhook School

2019

Advertising /  
Full Scholarship / PUCPR

2020

Illustration / Domestika

2023

Master / Design / UFPR

## QUALIFICATIONS

Inglês / Intermediate

Adobe / Advanced

Photography and Post-photog.  
/ Intermediate

Art Direction experience /  
Brand Design / Web Development,  
UX and UI background

## ACADEMIC PUBLICATIONS

2023

Project and Deconstruction /  
UFPR / Dissertation

2021

On informational design /  
CIDI / Article

2022

Projetoal discourse / DESIGN  
ARTICLES / Article

2022

The project as progress on  
design discourse /  
P&D Design / Article

2019

Ugliness and visual  
communication /  
INTERCOM / Article

## AWARDS

2019

1st place / National Design  
Award / Projetar.org



## MARTIN LORENZO DA ROCHA

Drummer, judô black belt and a fan  
of academic and advertising  
writing.

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