

Luiza Prado

Creative Director · Head of Creative · Creative Operations

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PROFILE

Creative leader and problem solver with 15+ years across agencies, in-house teams and my own company. I turn business problems into clear creative plans, build the processes and teams that deliver them, and keep brands consistent across every channel.

Founder of OCULTO and former Head of Creative at Allp Fit, where I led the rebrand, the brand architecture and the creative operation of the whole ecosystem. Comfortable at the executive table: prioritising, structuring workflows and aligning creative with business goals. Background in biomedical sciences and AI-enabled production.

LEADERSHIP AND EXECUTION

Problem solving Diagnose what is blocking a brand or a team, define the fix and carry it through to delivery.	Process design Processes, SLAs, approval workflows, rituals and brand governance set up end to end.
Team building and mentoring Led art directors, designers, copywriters, developers and motion designers. Trained and grew in-house teams.	Executive alignment Translate business goals into creative priorities with marketing, growth, B2B and leadership.
Brand leadership Rebrand, identity evolution and a five sub-brand architecture, owned from strategy to point of sale.	Performance mindset Full-funnel campaign systems with paid media, CRM and landing pages, backed by performance and ROI analysis.

EXPERIENCE

Founder and Creative Director OCULTO · interdisciplinary creative company · São Paulo	2026 to present
- Founded and run a creative company working across art, culture, communication, technology and architecture for brands, artists and institutions. - Own the business end to end: client relationships, scoping, budgets and delivery, from research and concept to production and implementation. - Created OCULTO MGMT, connecting brands and events with creators and artists.	
Head of Creative Allp Fit · Allp Fit, Viva+, Allp Supplements · São Paulo	Feb 2025 to Aug 2026
- Led the creative area and its team; promoted from Creative Team Lead (Sep 2024). - Led the rebrand and visual identity evolution and built a brand architecture of five sub-brands (Allp Circle). - Set up end-to-end creative operations: processes, SLAs, approval workflows and brand governance. Trained the creative team. - Managed designers, copywriters and external agencies, keeping the brand consistent across e-commerce, social, CRM, retail and pharmacy point of sale. - Directed packaging for Allp Supplements: repositioning, packaging architecture and product hierarchy.	

EXPERIENCE

Creative Coordinator

Feb 2021 to Jan 2025

A Madre Produtora Digital · São Paulo

- **Gympass (Wellhub) squad, 2021 to 2023:** grew from Senior Art Director to Creative Coordinator for Growth and B2B, leading art directors, copywriters, developers and motion designers.
- Built full-funnel campaign systems across paid media, CRM and landing pages, including the global Resolutions campaign.
- Structured team culture with new processes, rituals and SLAs; ran performance and ROI analysis.
- **Caixa + Elo squad, 2023 to 2025:** led brand systems and campaigns for the co-branding platform between the two financial brands.

Freelance Senior Art Director

Nov 2025 to present

Grupo Ri Happy · Caixa (via Zmes) · Aspen Pharmaceuticals

- LEGO + Ri Happy: creative concept, visual strategy and in-store activation campaign.
- Branding for Unlocked and Divertudo, including environmental design for Divertudo departments in Ri Happy stores across Brazil.
- Key visuals, logos and illustrations for Aspen Pharmaceuticals.

Earlier and parallel experience

- **Senior Art Director**, Molotov: Tenda, FGV, Embraer, Instituto Toyota.
- **Freelance Senior Art Director:** Grupo NAOS (Bioderma, Esthederm, Etat Pur), Tracy Locke (Diageo, Burger King), Billboard, Music2 / Mynd.
- **Junior Art Director**, MRM//McCann: J&J, Intel, Santander, Acuvue, L'Oréal.
- **Creative Technologist and VR/AR Designer**, Metaverse Agency (2024 to 2026).

SELECTED BRANDS

Gympass (Wellhub) · Caixa · Elo · Pfizer · J&J · Dasa · Grupo NAOS (Bioderma, Esthederm) · LEGO · Ri Happy · Burger King · Diageo · Santander · Itaú · Embraer · Aspen Pharmaceuticals

INDUSTRIES

Health and pharma · Wellness and fitness · Beauty and dermocosmetics · Banking and payments · Retail and toys · Food and beverage · Technology · Art and culture

EXPERTISE

Creative direction and art direction

Brand strategy, identity and architecture

Integrated and growth campaigns

Creative operations and brand governance

Audiovisual and photography direction

Team leadership and mentoring

Rebranding and packaging

Paid media, CRM, landing pages, ROI

Agency and vendor management

Generative AI: Midjourney, Firefly, OpenAI Image, Runway, Kling, Magnific

AI for process and build: ChatGPT, Claude, Lovable, Figma Make, Supabase, Canva

EDUCATION

- MBA in Marketing, Branding & Growth, PUCRS · in progress
- Bachelor of Science in Biomedical Sciences, Universidade Paulista · in progress
- Technologist Degree in Photography, Universidade Anhanguera · 2021 to 2022
- Technical Degree in Games & Multimedia, Senac · 2008 to 2009
- Certifications: Product Designer & Health; Biomaterials and Biofabrication

LANGUAGES

Portuguese (native) · Spanish (professional, in classes) · English (B2, professional working proficiency, in classes) · Catalan (basic, in classes) · German (elementary)