

# GUSTAVO BROCCHI

ART DIRECTOR

## ABOUT ME

I'm passionate about creating immersive experiences that captivate and inspire. My background in graphic design and music production drives me to develop projects that engage audiences in meaningful ways. I thrive in environments that challenge me to think creatively and push boundaries, always seeking new possibilities and learning along the way. I'm a fast learner and take initiative in researching and acquiring new skills independently. Committed to continuous personal and professional growth, I ensure that everything I do leaves a lasting impact, no matter the scale.

## WORK EXPERIENCE

- now **FREELANCER**  
I work with diverse clients on digital presentations, events, websites, and branding, creating strategies tailored to their goals and objectives.
- 2020 **MUSIC PRODUCTION / YEGMASTERZ** | *California*  
Co-founder of Yegmasterz, I support artists with a full-service approach, from music and sound design to visual identity and promotional content.
- 10 - 20 **ART DIRECTOR / BEYONDCOMM** | *Rio de Janeiro*  
As an Art Director in corporate events and trade campaigns, I've led major projects for brands like L'Oréal and GSK, managing everything from scripting to event production. My full-cycle expertise ensures fast solutions and impactful experiences.
- 08 - 10 **GRAPHIC DESIGNER / FOCAR COM.** | *Rio de Janeiro*  
I started at Focar as a photography intern, retouching portfolio images, and was later promoted to Graphic Designer. I worked on architecture exhibitions, websites, visual identities, printed materials, digital media and portfolio albums.
- 2007 **COMPUTER TECHNICIAN / I.B.P.I.** | *Rio de Janeiro*  
As a Maintenance Technician and Teaching Assistant at IBPI, I managed network operations, maintained systems, and supported instructors in the technical course, troubleshooting hardware and software issues.

## HIGHER EDUCATION

- 2010 **RIO DE JANEIRO CITY COLLEGE**  
Bachelor in Graphic Design
- 2006 **BRAZILIAN INSTITUTE OF INFORMATIC RESEARCH SCHOOL**  
Technical Vocational Course in Computer Science



## CONTACT

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## SKILLS

### HARD SKILLS

- Corporate Event Management
- Presentations & Pitch Design
- Web Design (UI/UX, Responsive Design)
- Sound Design (Tracks & Effects)
- Trade Marketing Campaigns
- Project Planning & Execution

### SOFT SKILLS

- Problem Solving
- Lifelong Learning
- Working Under Tight Deadlines
- Adaptability & Flexibility
- Quick Thinking & Decision-Making
- Self-Motivated & Self-Taught
- Organized & Systematic Approach

### LANGUAGES

- Portuguese - native
- English - fluent
- Spanish - basic