



# Gabriela de Castro

Senior Creative Art Director  
and Graphic Designer

📍 São Paulo, State of São Paulo,  
Brazil

✓ Gabriela is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[Website](#) [Blog](#)  
[LinkedIn](#) [Instagram](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time  
work

Employment: Permanent Positions, Free-  
lance Assignments

## Skills

Illustration (Advanced)

Poster Design (Advanced)

Graphic Design (Advanced)

Art Direction (Advanced)

Creative Arts (Advanced)

Creative Agency (Advanced)

Artificial Intelligence (AI) (Advanced)

Branding & Identity (Advanced)

Web Interface Design (Advanced)

Book Covers (Advanced)

## About

Hello, I'm Gabi. what i can tell you about me? I'm a tiny woman with these big personality. When I say tiny, is because I have 1,53 cm. So I don't need a lot of space to work with you.

I am half Brazilian and half Spanish. So, I have both passports

As a well-established senior art director and designer with 9 years of experience in big International advertising agencies, I believe I have the expertise, graphic design talent, passion and agility to be the perfect match.

I can say very clearly and truthfully that I am very dedicated and I am always looking for my professional growth and development. And I do my best during the journey to conquer my ambitions.

Feel free to know my work: <https://www.gabigonzalez.work/>

And also see all the illustrations that I made for my  
Fashion Brand: <https://usemiado.com.br/>

### BRANDS WORKED WITH

Africa

Bitso

Bold

Cooler DVT

David the Agency

Fri.To

Globo

Grey Argentina

HEADS Collective

Lew'Lara\TBWA

Miado

Ogilvy & Mather

Ogilvy & Mather Japan

Publicis Brasil

Tribal Worldwide Brasil

## Experience

### ● Founder Designer

Miado | Nov 2022 - Now



### ● Senior Art Director

Cooler DVT | Jun 2022 - Now



### ● Creative Art Director

Bitso | Jan 2022 - Oct 2022



### ● Creative Art Director

Publicis Brasil | Feb 2021 - Jan 2022



### ● Creative Art Director

Lew'Lara\TBWA | Oct 2019 - Feb 2021

### ● Creative Art Director

Tribal Worldwide Brasil | Jul 2019 - Sep 2019



### ● Creative Art Director

HEADS Collective | Feb 2019 - Jun 2019

### ● Creative Art Director

Africa | Apr 2018 - Mar 2019

Editorial Design (Advanced)

Art Gallery (Advanced)

## Languages

English (Fluent)

Portuguese (Native)

Spanish (Fluent)



- **Creative Art Director**

David the Agency | Jan 2017 - Apr 2018

- **Creative Intern**

Ogilvy & Mather Japan | Jul 2016 - Oct 2016

Art Direction Intern

- **Creative Intern**

Grey Argentina | Apr 2016 - Jun 2016

- **Creative Intern**

Ogilvy & Mather | Mar 2016 - Apr 2016

- **Creative intern**

Globo | Sep 2015 - Dec 2015

- **Art assistant**

Bold | Oct 2014 - Aug 2015

- **Art assistant**

Fri.To | Jan 2014 - Oct 2014