

# Cassiano Saldanha

## Art direction and graphic design for interactive media.

Born: May' 1977  
Nationality: Brazilian  
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Address on request

Fluent in english  
Basic level Spanish

## Awards

2004 - 2007

HOW's 2008 Interactive Design Awards - Cisco  
Merit ADC 2006 - Graacc  
First Place - John Caples - Graacc  
Silver - NYFestivals - Graacc  
Bronze - NYFestivals - Brazil Parkinson Association  
Winner - London Awards - OgilvyInteractive Long Copy  
Silver - Cannes Cyber Lion - Graacc  
Silver Pencil One Show - Graacc  
Silver - MSN/MOnline - Graacc  
Bronze - MSN/MOnline - Motorola Flea Circus viral  
Ogilvy Touchpoints Winner - Graacc  
Gold - Festival de Gramado - Graacc  
Gold - Portugal Sinos - Graacc  
Gold - El Sol Festival 2005 - Graacc  
Finalist OneShow - Brazil Parkinson Association  
Finalist London Awards - Graacc  
Distinctive Merit ADC - OgilvyInteractive  
Shortlist Cannes - OgilvyInteractive Long Copy  
Shortlist Cannes - Graacc - Multiplication  
Shortlist Cannes - OgilvyInteractive Results  
CCSP - Brazilian Creative Annual - OgilvyInteractive  
CCSP - Brazilian Creative Annual - Graacc  
Shortlist London Awards - SOS mata atlantica 2004  
lbest to Seda.com.br (Unilever) - Best Reaveling Site 2004  
Cannes Cyber Finalist 2003 - "Blowpipe" Ford Ecosport Campaign  
1999 Tipografia Brasilis 2 - 2nd place with Dingbat typography "Street" and "Buriil"  
2003 Bienal de Design Grafico Brasil - Santista Magazine editorial project

## Education

Dec '2003

MA in Photography & Design  
SENAC Comunicação e Artes - SP  
Pós-graduação em Fotografia e Design  
[Locked]

Jul/Aug '2002

Central Saint Martins College of Art & Design - London  
Graphics Summer School

Jul '2002

Central Saint Martins College of Art & Design - London  
Motion Graphic Design & Typography - Broadcast  
Interactive Multimedia with Ross Cooper

Dec '1999

BA in Visual Communication  
FAAP - Fundação Armando Álvares Penteado - SP  
Industrial Design - Visual Communication

Dec '1995

High-School  
Colégio Palmares - SP

## Experience

By 1996 to 1999 he started his professional life working as a photography assistant, intern of "Outdoor magazine". Always spending free time surfing in the south shore of Brazil.

Having graduated on Graphic Design in 1999, Cassiano founded 2ND Design Digital, a small Design Boutique focused in graphic design and digital work for medium-size clients such Kaiser Summer (local beer label - Molson). In 2002, Cassiano sold his part of the business to finance an academic trip to London, where he studied (among others things) Motion Graphic Design & Typography at Central Saint Martins, a well reputed London Art school. When he returned to Brazil, he worked as a freelancer for Rico Lins (worldwide famous Graphic Designer/teacher) in Sao Paulo, and then was hired by Digital@JWT. In two years he became responsible for larger online projects providing innovative visual strategies for Unilever (SEDAL), Ford Motors, Diageo (Smirnoff), Levis and Cadbury Adams.

Cassiano joined the Sao Paulo Office @ OgilvyInteractive in the end of 2005 as Senior Art Director. Responsible for online art direction for IBM projects (working for other clients such as Dockers Latam, Motorola and GRAACC). In just a few months working with Moacyr Netto (copywriter) they won several important advertising awards including a cyber lion and One Show Pencils.

Since September 2006 he's part of the creative team at OgilvyOne San Francisco working for clients such as Cisco, Yahoo! and Playstation3.

## History

.Senior Art Director - Ogilvy West - San Francisco  
Sept'2006 - today

.Senior Art Director - OgilvyInteractive - Brazil  
Dec'2004 - Aug'2006

.Art Director/Senior Designer - JWT@Digital - Brazil  
Aug'2003 - Nov'2004

.Senior Freelance Designer - JWT@Digital - Brazil  
Apr'2003 - Jun'2003

.Freelance Art Director - Tesla - Brazil  
Feb'2003 - Apr'2003

.Freelance Designer in association with Rico Lins  
Sep'2002 - Feb'2003

.Partner Creative Director for 2ND Design Digital - Brazil  
Dec'1999 - May'2002

.Graphic Designer - BEI Comunicação - BEI WEB  
Aug'1998 - Dec'1999

.Photography Assistant - Banana Digital  
Sep'1997 - May'1998

.Art Direction Intern - Outdoor Magazine  
Dec'1996 - Jul'1997