



RICARDO SCAPPINI

CREATIVE ART DIRECTOR

PORTFOLIO
RICARDOSCAPPINI.COM

PERSONAL

Name	Ricardo Scappini
Birthday	22/10/1977
Citizenship	British citizen
Born	São Paulo, Brazil
Langugaes	English, Portuguese

EDUCATION

Degree	History of Art & Design
Extra	Le Cordon Bleu
Extra	Music Production at Goldsmiths University

WORK

Experience	20+ years
Currently	Creative Art Director

CONTACT

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Portfolio	ricardoscappini.com

ONLINE PROFILE

	Portfolio ricardoscappini.com
	Linkedin linkedin.com/in/ricardoscappini

TIMELINE

- 2017** Creative Art Director
The Stars Group
London, UK
- 2016** Creative Freelancer
All around...
London, UK
- 2015** Creative Director / Contract
Google
London, UK
- 2013** Associate Creative Director
Isobar
London, UK
- 2013** Creative / Contract
R/GA
London, UK
- 2010** Digital Creative Lead
Ogilvy
London, UK
- 2007** Creative Art Director
Dare London
London, UK
- 2006** Creative Art Director
Publicis Brazil
São Paulo, Brazil
- 2003** Creative Art Director
RMG Connect
São Paulo, Brazil
- 2002** Art Director
Urbana
São Paulo, Brazil
- 1998** Junior Designer & Coffe Maker
Zeroeum
São Paulo, Brazil

SKILLS

- Generate strong conceptual ideas, from big to small.
- Work closely with a copywriter to generate concepts.
- Create skilled visual mockups to communicate and present ideas.
- Direct photo or film shoots.
- Work in editing suites overseeing the finished product.
- Skilled musician with own music studio able to create and deliver music and soundtracks if needed.
- Brew a decent cup of coffee.

I tend to be very hands on at work and because of that, my creative approach has a deep visual appeal. I also have some experience as a Creative Director, but it's working as Creative and Art Director that I find I'm in my best.

ABOUT ME

I was born in Brazil's concrete jungle of São Paulo. My dad worked in the advertising industry and he used to take me to his workplace quite often to hang out after school.

Around 1998 I joined a small agency with 4 employees. Me included.

Although my work was mostly making sure that the coffee was always fresh, it was there that I came across Macromedia Director and all the multimedia possibilities.

A few years later, I attended an Art and Design school and got a degree in Graphic Design with specialisation in History of Art.

I think it was when Macromedia Flash came up that I knew exactly what I wanted to get my hands on at work. So I went from that small and lovely agency to the big (and less lovely) ones where I found myself part of a department that people used to call "those internet guys over there".

Fast forward to 2007, I was offered a work opportunity to move to London. Without hesitation, my wife and I grabbed our stuff (4 suitcases to be precise), and this is where we have been since then. With the only difference that now we are three people in the house. Two Brazilians and a lovely British boy with all his accent and politeness.

AWARDS

