





Hi, I am Oscar, an innovative entrepreneur known for creating and driving compelling design ideas, campaigns and messaging.

With over 22 years of experience I am a seasoned creative director, both in Traditional and Digital medias. I've started years ago in Brazil but I had a successful transition to the North American market.

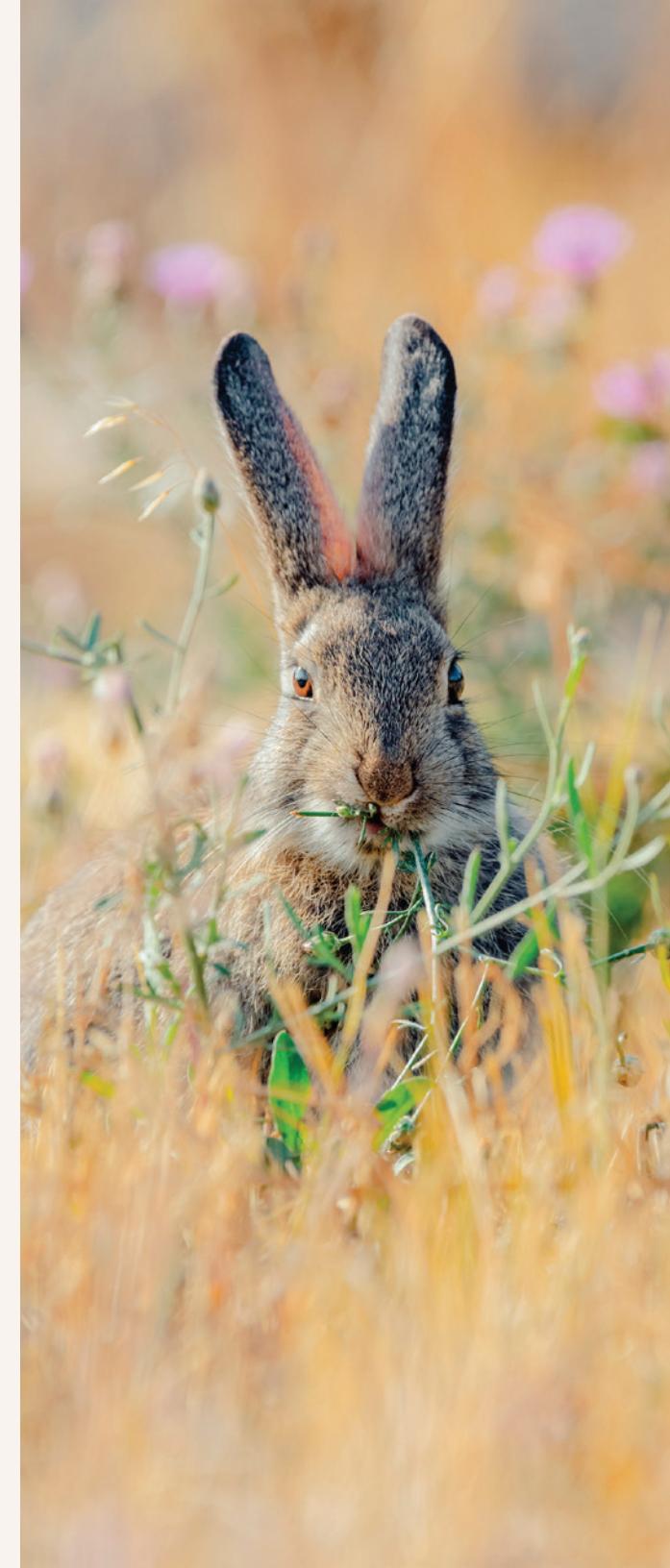
These days I work for many clients that operate globally. I have the honor to have worked for some of the world's most recognized brands, I come armed with both creative vision and technical expertise. I am a proven leader you can count on.

In this PDF you will find some examples of creative design I was very fortunate to develop. I work very well with teams as my mission is to design and push my ideas outside of the box.

For my photography work please [click here](#).



ACHIEVE HEALTHMANAGEMENT





### Logo Design

One of the Biggest satisfactions I get is when I have the chance to create a logo that reflects what my clients dreams at night.

# Building Buyer Personas

In 3 Steps



Once you've mined the data to mold your personas, there are three additional considerations as you work on building actionable buyer profiles:

- 1 Keep it simple:**  
With so much amazing data at your disposal, it can be really tempting to get bogged down in the details. Make sure you're focusing only on the information that is relevant and unique to your industry and offerings.
- 2 Keep it open:**  
Talk openly with your sales and product teams to get a sense of your consumers' biggest challenges and what they're actually looking for to solve those problems. Your friends in these departments know what they're talking about, so listen closely!
- 3 Keep it real:**  
Ask people you know and trust about what they like and don't like about your product — where you could improve and where you're already succeeding. Honest insights from reliable sources paint the most accurate customer pictures.

**Build something 100 people love, not something 1 million people kind of like.**  
- Brent Swanson, Brandpoint

	PRINCIPAL	OFFICE MANAGER	COMMERCIAL LINES SALES	PERSONAL LINES SALES	CUSTOMER SERVICE REP	COMMERCIAL PRODUCER
• Uses system for reports						
• Interacts with account management and executive leadership						
• Uses cell phone, text, and email for communication						
	• Uses all system functionality; primary administrator	• Interacts with account management, customer service, and executive leadership	• Uses system to sell new clients, relies on it to be accurate		• Interacts with customer service, only when there is a problem	• Uses email, social media to connect

**PRINCIPAL**

**OFFICE MANAGER**

**COMMERCIAL LINES SALES**

**PERSONAL LINES SALES**

**CUSTOMER SERVICE REP**

**COMMERCIAL PRODUCER**

An ongoing relationship

May 2022 / Present

I have the great honor of having a current on-going relationship with Act-On.

My role is concentrated on Art Direction, Photography and brand development in general.

Been part of a new and on-going current global rebranding is quite exciting and rewarding!

## Guides

Act-On guides, brochures, internal communications are quite fun to design as the language we have chosen is simple, colorful and fun to follow.

>> [CHECK THEIR LIVE GUIDES](#)



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- 04** The Path Toward Personalization
- 08** Understand Your Business Position
- 09** Lay the Groundwork
- 10** Drive Traffic and Conversions!
- 11** Remain Top of Mind
- 13** Test, Score, and Optimize

**2: Lay The Groundwork**  
**Segment Your Audiences**

When it comes to segmentation, it doesn't matter what type of company you run or how big your organization is. What matters is that you understand your audience and leverage that understanding into strategies that can scale over time. With segmentation, that means starting with a broad base and then narrowing your focus over time based on the behaviors you track.

In addition to better engagement levels across the board, segmenting your list allows you to have more relevant and meaningful conversations with your customers and prospects based on their unique profile and behavior. Consider your different audiences and determine who to send general emails, routine emails, or when to enter a prospect into an automated customer journey.

**39%**  
of email marketers that practice list segmentation report better email open rates.

Don't find customers for your products; find products for your customers.  
- Seth Godin, Author and Entrepreneur

**Step 2:**  
**Describe Your Individual Personas**

Zero in on a few (3-5) general types of customers you know you want to reach with your marketing efforts. Based on what you learned about your real customers during your research, write a short description of a fictional version of each type.

This should include things like:

- Background (personal demographics)
- Job title and responsibilities
- Company firmographics
- Goals and challenges
- Daily activities and behavior

Congrats! You just wrote the first draft of your buyer personas.

**7 Encourage Employees to be Brand Ambassadors**

The harsh truth is, company pages won't get you far. People come to LinkedIn to connect with their fellow professionals—so make sure your employees are active on the platform and driving engagement segments however you'd like based on what you want to structure your customer journey.

If your master list is in good shape, you should glean accurate demographic, demographic information to guide these efforts.

From your master list, you can begin grouping yr audience segments however you'd like based on what you want to structure your customer journey.

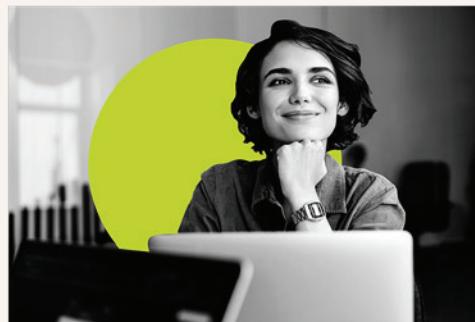
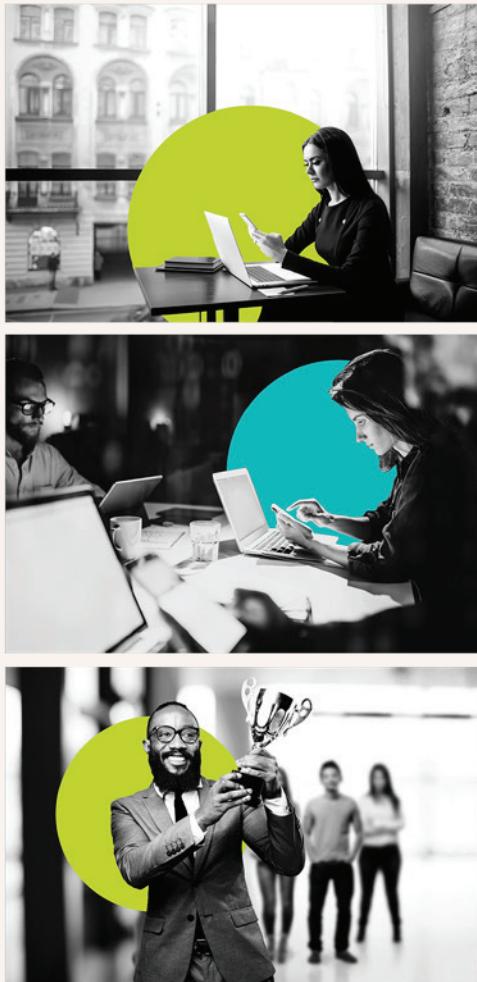
If your master list is in good shape, you should glean accurate demographic, demographic information to guide these efforts.

Start by teaching them how to create a profile that reflects positively on them and your business. Publish bite-size segments for sharing company news, and share best practices on how to post content about their work at your company and the results they generate.

Finally, encourage your employees to participate in groups themselves and publish long-form content to LinkedIn. Since your company is listed as their current employer, it's easy to connect the dots between their expertise and your brand.

**PRO TIP**

Empower employees who want to become brand ambassadors. Offer training and support, and set clear expectations about how much company time to spend on LinkedIn to avoid confusion.



Finding Images, the right way.

Part of our constant brand evolution is looking for better ways to communicate.

Been a photographer it helps me find visual solutions that makes the brand move forward in the right direction!



Booths, banners, materials for trade shows are in constant need.



An great past relationship

Feb 2014 / April 2021

It is difficult to condense all my work thus far performed for Cendyn in some few pages but I have managed to collect the some samples here.



## Guides

Cendyn guides have rich content and these can be a bit technical and very industry specific. I design these pieces regularly and the main goal is to make them as fun as the great content. So I team up with them and we carry on our design philosophy.

[>> CHECK THEIR LIVE GUIDES](#)

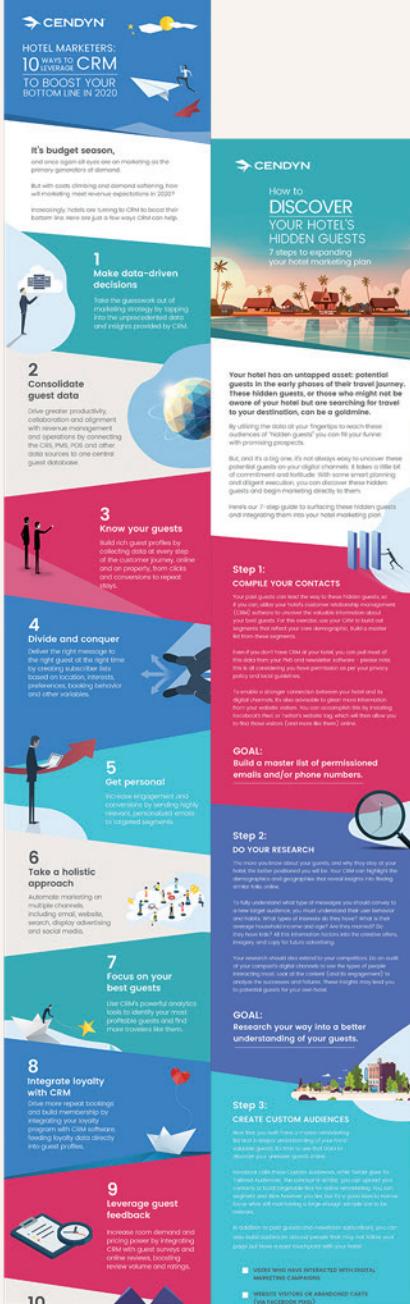


## Guide Covers



>>> [CHECK THEIR LIVE GUIDES](#)

When these covers are designed, normally I make sure all the elements are unique, so what to looks like ONE GRAPHIC, is actually a combination of many. That makes each cover unique and exclusive for the client.



**HOTEL MARKETERS: 10 WAYS TO LEVERAGE CRM TO BOOST YOUR BOTTOM LINE IN 2020**

It's budget season, and once again focus is on marketing as the primary generator of demand. But with costs rising and demand softening, how will marketing meet revenue expectations in 2020? Interestingly, hotels are turning to CRM to boost their bottom line one step at a time. CRM can help.

- 1 Make data-driven decisions**  
Take the guesswork out of your marketing strategy by tapping into powerful data analysis and insights provided by CRM.
- 2 Consolidate guest data**  
Drive greater productivity, collaboration and alignment with revenue management and operations by connecting all data sources to one central guest database.
- 3 Know your guests**  
Build rich guest profiles by collecting data at every step of the customer journey, online and on property, from clicks and conversations to repeat stays.
- 4 Divide and conquer**  
Deliver the right message to the right guest at the right time through personalized emails based on location, interests, previous book, booking behavior and other variables.
- 5 Get personal**  
Personalize experiences and communications by sending highly relevant, personalized emails to targeted segments.
- 6 Take a holistic approach**  
Achieve greater monitoring on multiple channels, including email, website, mobile, social media, advertising and social media.
- 7 Focus on your best guests**  
Use CRM's powerful analytics tools to identify your most valuable guests and target them more effectively.
- 8 Integrate loyalty with CRM**  
Achieve higher bookings and build membership by integrating loyalty programs with CRM software, feeding loyalty data directly into guest profiles.
- 9 Leverage guest feedback**  
Increase room demand and pricing power by integrating guest reviews and online booking review volume and ratings.

**HOTEL OPERATIONS: 10 WAYS TO LEVERAGE CRM TO BOOST YOUR BOTTOM LINE IN 2020**

It's budget season, and in 2020 hotels will be looking to operations to tighten expenditures while driving higher levels of guest satisfaction. But with guest expectations increasing, how will operations meet these objectives? The secrets lie in CRM.

Here are just a few ways CRM can help.

- 1 Consolidate guest data**  
Drive greater productivity, collaboration and alignment with marketing and revenue management by connecting the CRS, PMS, POS and other data sources to one central guest database.
- 2 Know your guests**  
Build rich guest profiles by collecting data at every step of the customer journey, online and on property, from interests to room preferences to social profiles, that can be used to better serve guests.
- 3 Track preferences enterprise-wide**  
Recognize repeat guests and stay preferences across the portfolio by connecting all properties within your group to one CRM system.
- 4 Personalize the guest experience**  
Provide personalized, memorable guest experiences by catering to guests' unique needs and preferences captured in their rich CRM guest profile that's used across the hotel operation.

**GUESTFOLIO ONBOARDING** in 4 easy steps

**Step 1 Setup**  
Get started with our easy-to-use wizard to walk you through the setup process. It's fast and then provide you with your guest data so you can start using it right away.

**Step 2 Building**  
Start building your guest profiles by adding the aspects of functionality that matter most to you. You can add as many or as few as you like.

**Step 3 Proofing**  
Here you can see exactly what you've built and make changes if needed. This is a great opportunity to change things up and make sure it's perfect.

**Step 4 Training & activation**  
Once you're happy with the new features, it's time to train your staff. We'll provide you with the necessary materials and resources to make sure they're up to speed.

**guestfolio**  
[VISIT CENDYN.COM](#)



## Infographics

Infographics are fun, make sure you download one of them as sample.

[>> CHECK THEIR LIVE INFOGRAPHICS](#)



## Miscellaneous Advertorials

Some special pieces that we got some recognition within the industry.



AWARD  
WINNING  
DESIGN

**CENDYN**

DECODE THE GUESTPRINT



**YOUR GUESTS ARE UNIQUE.**

Your guests are unique. Their passions, journeys and personality traits supersede demographic categories. Guests expect service based on subtle nuances and details, in the channels they prefer and away from the ones they don't. Each guest profile is like a fingerprint, leaving behind favorites, likes, dislikes, and destination offers swiped away.

LEARN MORE  
Cendyn can help you intelligently recognize guest preferences with startling precision. Visit [CENDYN.COM](http://CENDYN.COM)



**CENDYN** rainmaker

CONNECT WITH YOUR GUESTS  
ON THEIR UNIQUE JOURNEY



Start making sense of your data and put your guests at the heart of what you do. With Cendyn, you can provide the right message at the right time through the right channel, at the right price. Drive revenue, build engagement and loyalty, and continuously optimize your results with robust analytics.

See why thousands of hotels in 143 countries trust Cendyn.

**HOTEL CRM**  
**REVENUE STRATEGY**  
**HOTEL SALES SOLUTIONS**  
**DATA-DRIVEN DIGITAL MARKETING**

Discover the Cendyn Hospitality Cloud.  
Get in touch with one of our specialists today:  
**VISIT [CENDYN.COM](http://CENDYN.COM)**



## ACHIEVE HEALTH MANAGEMENT

The premier service provider  
for Remote Physiological  
Monitoring and Chronic Care  
Management for Medicare  
beneficiaries



**CLIENT PROSPECT**

### ACHIEVE HEALTH MANAGEMENT



We provide FirstLight clients the tools for Aging in Place.

#### INTRODUCING REMOTE PATIENT MONITORING

FirstLight Home Care and Achieve Health Management are pleased to introduce Remote Patient Monitoring (RPM). RPM a Medicare Part B benefit permits your care team to track, trend and capture real-time vital sign data in the comfort of home.

#### FIRSTLIGHT AND ACHIEVE HEALTH MANAGEMENT HAVE PARTNERED TO BRING YOU THE IMPORTANT SERVICES:

- Remote Monitoring include:
  - 24/7 MEDICAL MONITORING OF CHRONIC CONDITIONS BY INTERDISCIPLINARY CARE TEAM
  - ONE TOUCH AUTO-PAIN TECHNOLOGY ELIMINATES THE CHALLENGES OF SELF-TESTING AT HOME
  - AHN TELEPHONE HEALTH COACHES PROVIDE CLIENT SUPPORT FOR ANY RPM QUESTIONS
  - RPM GENERATES IMPORTANT VITAL SIGN DATA SUPPORTING YOUR ELECTRONIC MEDICAL RECORD
  - ALL CAPTURED VITAL SIGN DATA IS REPORTED DIRECTLY INTO YOUR ELECTRONIC MEDICAL RECORD
  - CARE CIRCLE® ARE BUILT FOR EACH CLIENT AND THEY MAY SELECT RECIPIENTS OF THE INFORMATION

#### RPM MONITORS CHRONIC CONDITIONS SUCH AS:

- Congestive Heart Failure
- Chronic Obstructive Pulmonary Disease
- Hypertension
- Diabetes
- Other...

Out-of-range results are immediately pushed to the interdisciplinary team mobile device so they may respond to resolve the issue.



## ACHIEVE HEALTH MANAGEMENT

### A new relationship

Achieve Health management it's a new and client with new amazing challenges that are been able to successfully reach.

Started with the logo and now we are moving in depth and currently we are designing their new website and much more.



Florida Atlantic University

Jan 2009 – Jan 2011

### Campus Ongoing

I had the true honor to work for the Florida Atlantic University, during that time I was responsible of designing their most challenging projects.

#### Projects such:

- Internal communications
- Large signs designs
- Large building wrapping designs
- Websites
- First Campus touch screens.
- First Mobile App.

These designs have aged well considering they are from over a decade ago.



AWARD  
WINNING  
DESIGN

WINNER:  
2016 GD USA  
American Web  
Design Award



## Jarden Consumer Solutions

Sep 2014 – Sep 2017

### Website Design - Mr. Coffee

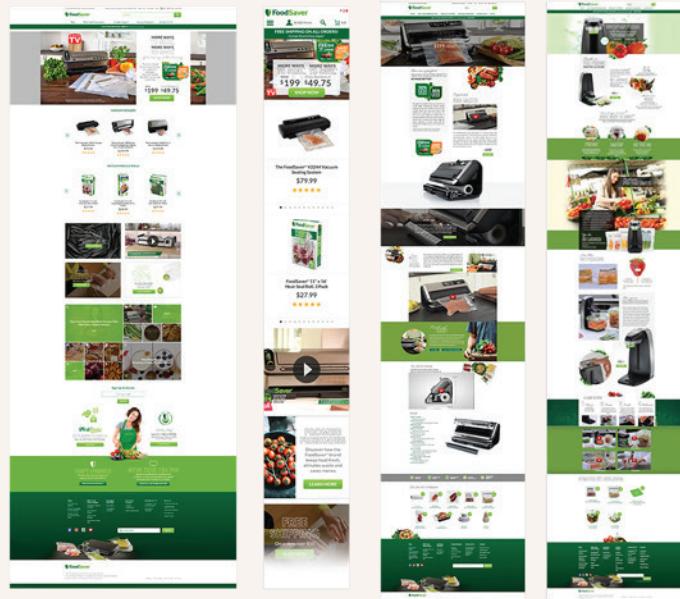
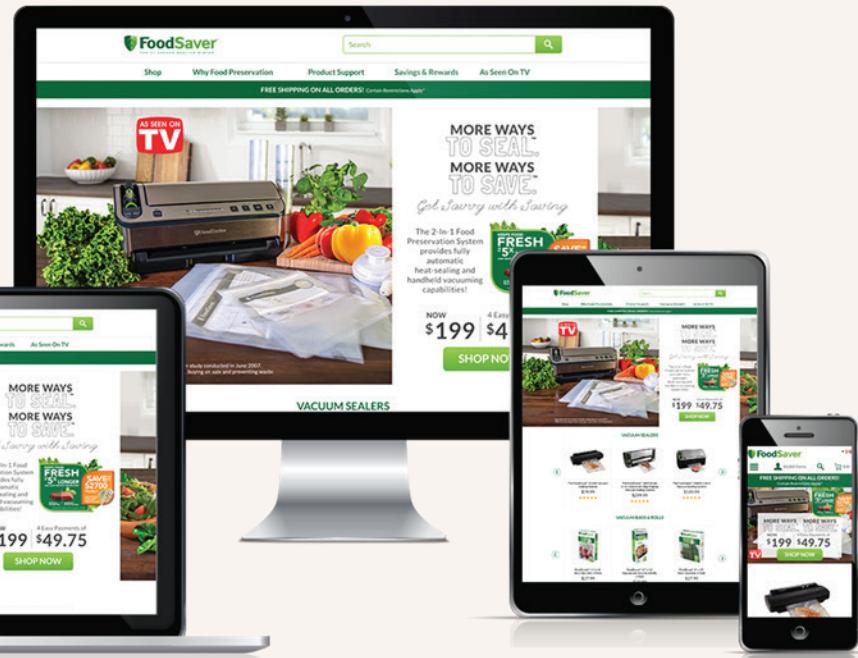
Designing the all new website for Mr. Coffee was quite the challenge, yet, we managed to achieve a great result which resulted into an increase of traffic well beyond any expectations.

My roll was to design a more accessible and fresh design that accommodated -at that time- the new logo, which was itself very strong.

I also worked in parallel with the traditional/print/packaging creative teams incorporating my new design approaches and solutions into their packaging.

The previous "Mr. Coffee" website was already successful but in a very urgent need of refresh. These designs were executed in 2016 and their website still carries the same values which only demonstrates the vision utilized and the priority he had on having a design that could stay for a long run still fresh.

We were also honored to receive the "2016 GD USA - American Web Design Award"



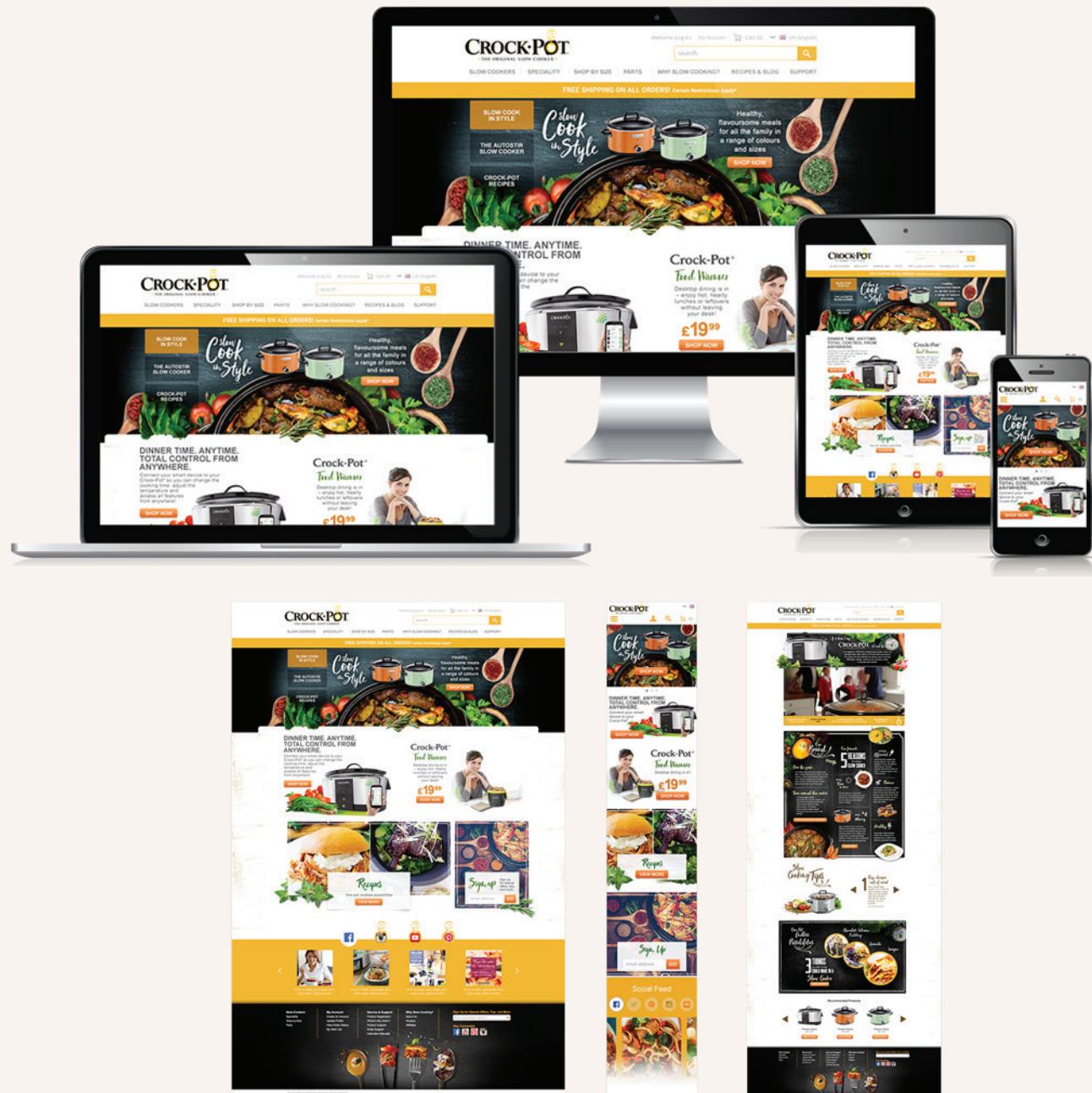
## Website Design - Food Saver

At the time I was asked to design this website I was aware of the importance of this project. Food Saver was their biggest most successful brand and anything related to a major change was very challenging.

The entire process from the beginning was very intriguing as I was able to dive deep into a market that is very specific but the brand needed a major redesign in their Digital side.

Many of my graphical elements were adopted by their traditional design department.

Reception was incredible and I was able to make all teams involved happy and more importantly .. the audience, not only they loved the new design but also embraced the brand as the response was very positive.



## Website Design - Crock Pot

This was a beautiful experience as this is such traditional "All American" brand to me, dear to my heart as I always understood the meaning of this brand, family, community ... great food!

Their previous website was also dated and in need of a major redesign. I was lucky to be given the chance to design this one from the scratch.

The feedback and reception for this entire new design was very heart warming and a success.

The Oster website homepage features a large image of a vibrant green smoothie in a glass. To the right, a woman is smiling while holding a bowl of fresh salad. Below these images, there are four sections representing different blender series: "Fresh + Easy" (pink smoothie), "Fresh + Versatile" (purple smoothie), "Fresh + Professional" (green smoothie), and "Fresh + Blend 'N Go" (yellow smoothie). Each section includes a "LEARN MORE" button. The top navigation bar includes links for "Sign Up For Special Offers, Tips, & More" and social media icons for Facebook, Pinterest, and Instagram.



AWARD  
WINNING  
DESIGN

WINNER:  
2015 GD USA  
American Web  
Design Award



## Micosite Design Oster Blending/Fresh Ideas

These were two Microsites designed for Osters specific users. The brand demanded for the designs to incorporate their existing interface to be applied and yet we managed to design a fun, youthful and enticing experiences.

We received two "American Web Design Awards" from Graphic Design USA, these out of 1,100+ Entries (a record of entries in fact)

I truly feel humbled when my designs achieve great levels of excellence.

The Oster Fresh Ideas micosite homepage features a central image of a family (two adults and two children) smiling together. Below this, there are several smaller images showing people enjoying healthy drinks and meals. The main headline reads "Recharge. Rethink. Reward." and the sub-headline "FRESH IDEAS FOR THE NEW YEAR". There are four main calls-to-action: "FAMILY MATTERS SPEND MORE TIME WITH LOVED ONES", "DINNER PLANNING MEALS FOR EVERY NIGHT OF THE WEEK", "DRINK TO YOUR HEALTH FEEL THE DIFFERENCE WITH FRESH", and "SWEET INDULGENCES LITTLE TREATS WITH A HEALTHY TWIST". Each call-to-action has a "LEARN MORE" button. At the bottom, there is a "Happy New Year!" message and some small text about the year.



AWARD  
WINNING  
DESIGN

WINNER:  
2015 GD USA  
American Web  
Design Award



### Oster - Miscellaneous

This was a very unique 8'x24' long print that Oster featured in some trade shows. We combined illustrations with footage. It was quite the hit.



Various digital / Social media assets for Oster



## Microsite Design Oster Blending/Fresh Ideas

An internal project circa 2015.  
At that time this was an incredibly challenging design for the guys at Jarden.

I managed to achieve such design criterias and we moved website design for further advancement of the brand.

Designing the dynamic images of the fruits around the unit was to me very important as this product MAIN REASON to exist was the fact that it could make juicing easier and yet still maintain organic freshness.

I believe this project was canceled as Jarden was been purchased by Newell Brands. Jarden moved out of Florida ending our incredible relationship.

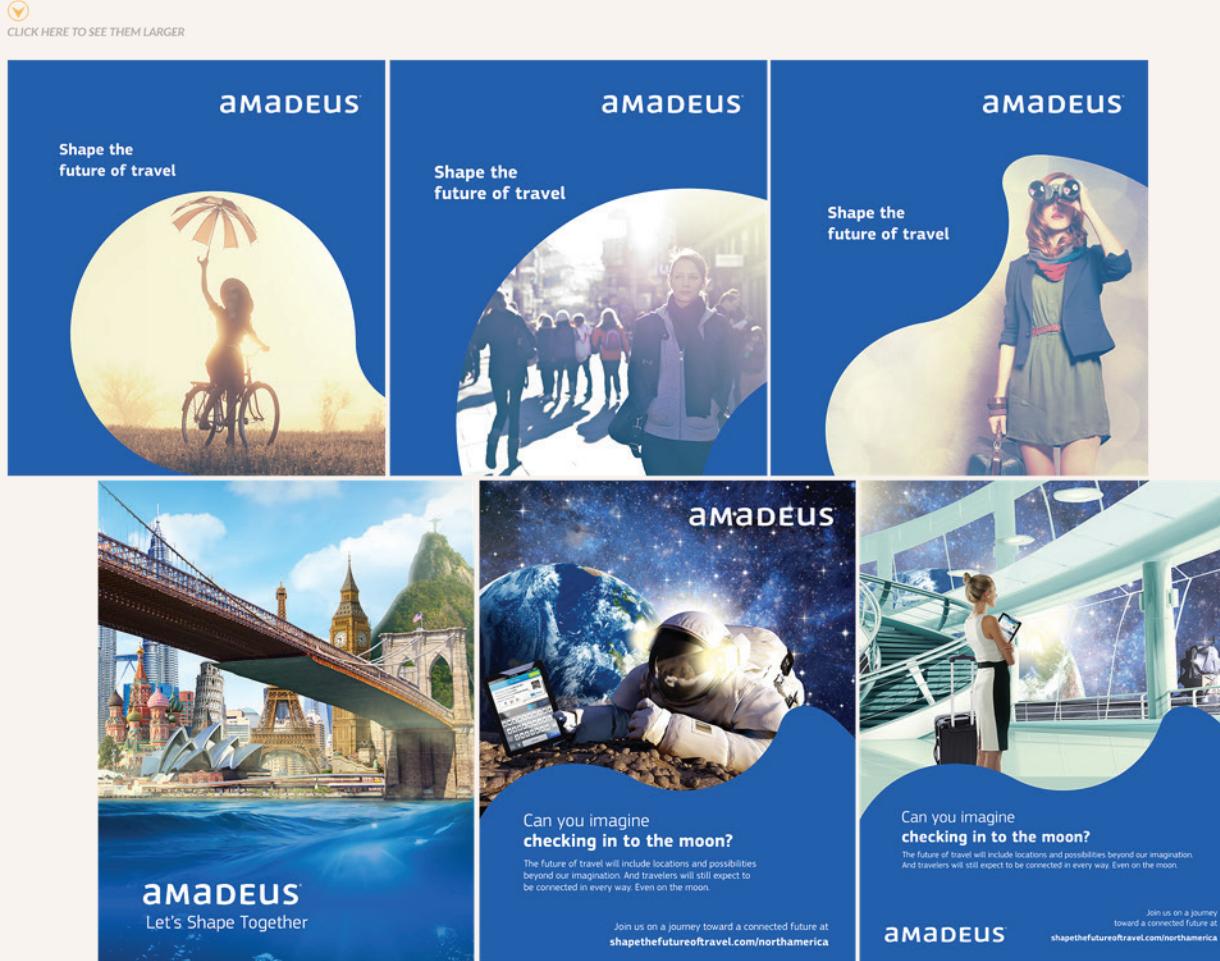
AMADEUS

Amadeus Nort America /  
Global

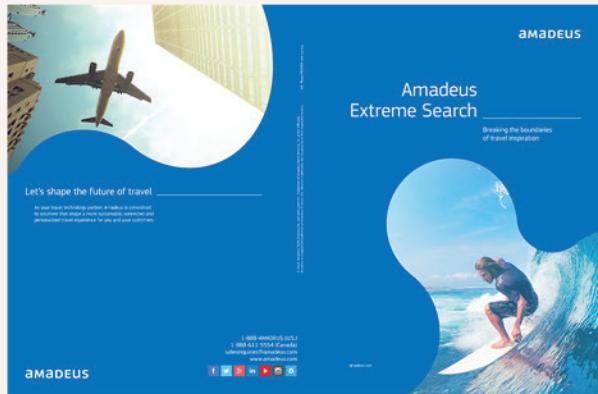
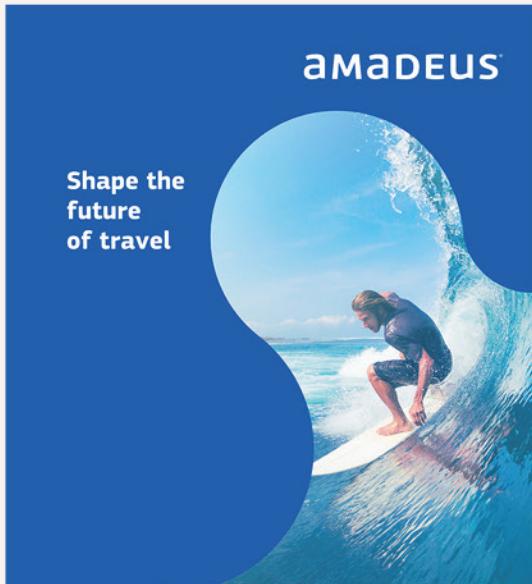
Nov 2009 – Jan 2014

I have worked as Freelance Art Director for Amadeus North America for a bit over 4 years. My roles were Art Direction and Photography.

I was part of the continuous design of the old branding but due our successful relationship I earned the honor to be in charge of many new design ideas and concepts after they came with a new global design.



DOWNLOAD HERE



travel search?

## Amadeus Extreme Search

**Retain**

Attract customers from the beginning and make them customers for life. With Amadeus Extreme Search, you'll drive traffic to your website by providing your own unique combination of search criteria matching specific customer needs and making them more likely to return.

**Save**

Amadeus Extreme Search helps save dollars and trim unnecessary costs. Amadeus' superior cache technology will help you reduce cache development and maintenance costs.

You'll also save on fulfillment with fewer subsequent shopping transactions. And, ultimately, reduce acquisition costs by increasing direct traffic to your website and leveraging targeted search engine optimization.

**The interactive map view**

Amadeus Extreme Search enhances the customer's shopping and travel experience and positions you as an online travel leader.

**Convert**

Built dynamic landing pages targeting exactly what your customers are looking for with fast, easy access to a powerful price cache. Plus, gain valuable business intelligence by monitoring traveler search and purchase behaviors allowing you to tailor offers and marketing efforts to specific consumer needs. Amadeus Extreme Search lets you target the data, ensuring you target prospective customers with highly customized and effective offers.

**Acquire**

Today's travelers want fresh, focused tools that offer sound travel advice, relevant ideas, and a search function that reflects their budgets, tastes and preferences - quickly. Amadeus Extreme Search provides the most relevant results consumers crave, making you their trusted go-to site for travel inspiration.

**ABCair.com** **flights** **hotels** **cars** **vacations**

AMADEUS

## Amadeus Guides / New Branding

I was in charge of the full implementation and global adoption of the new Amadeus design standards for the millennium.

This one was one of my favorite pieces as the new approach was very exciting and fun to develop with their teams.

## Always in sync with Amadeus

AMADEUS

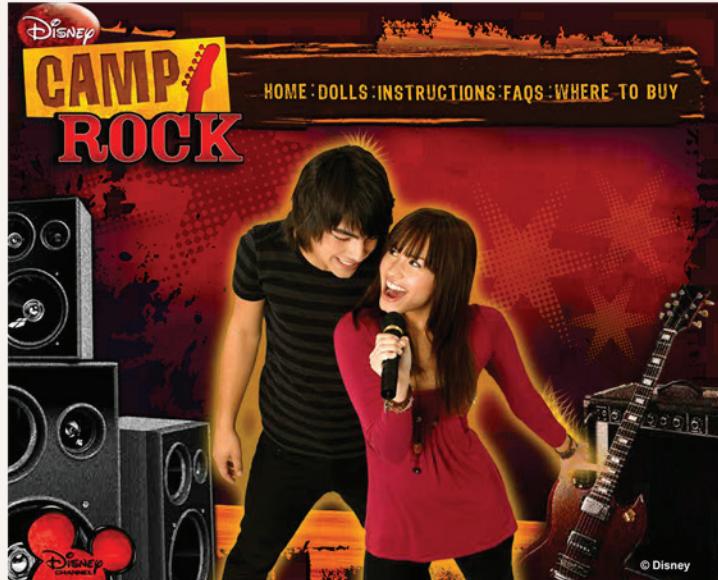
Book Amadeus Altéa carriers and benefit from the industry's leading community-based platform

Amadeus provides a technology platform that serves both travel professionals and airlines. **Amadeus Altéa**, our airline passenger service solution used by 120+ airlines, provides agents access to the same platform, and delivers these benefits:

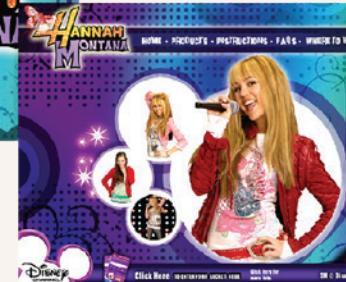


## Amadeus - Infographic

A great example of the first wave of "cool infographics" this particular piece was designed in 2013 and it has aged relatively well.



CLICK ON THIS  
CLASSIC SITE  
LIVE! (Flash)



## Play Along Toys

January 2008 / Januray 2009

Play Along. One of my first major true challenges as designer.

Designing for these well known global names was thrilling and the memories are truly forever.



CLICK ON THIS  
CLASSIC SITE  
LIVE! (Flash)



## Significant Brands

My time at Play Along Toys was very special, these major brands demanded a lot of back and forth communications with the guys at Disney and other major brands but each of these websites, banners, digital media designs were a ton of fun to design!

Play Along Toys was purchased by Jackson Pacific and they moved to Malibu CA. At that time relocation to me was not a proposition I was open to.