summary

Italo Bacci Diniz

senior brand designer & art director
Belo Horizonte, Brazil

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Senior brand designer and art director with **10+ years** creating **brand identities, editorial design, and packaging**. Today I lead the design of **annual sustainability reports** for the clients of **Verdani Partners**, a US company, working fully remote with the team in California. My work was selected for the **10th Brazilian Graphic Design Biennial** and featured in the book **Design Genius** (Ambrose/Harris).

My key soft skills are **empathy, flexibility, organization,** and a strong **sense of ethics**, which help me work well in teams and handle challenges with care.

skills

Expertise: Brand Identity, Visual Identity, Art Direction, Brand Guidelines, Naming, Editorial Design, Annual Reports, Packaging, Typography
Tools: Adobe Illustrator, InDesign, Photoshop, After Effects
Languages: Portuguese (native), English (fluent), Spanish (fluent)

experience

since 2025 — **Senior Communications Designer**
at Verdani Partners — California, USA (remote)
Lead the design of annual sustainability reports for Verdani's clients, from concept to final delivery.

since 2022 — **Brand Designer**
at Itobacci, independent practice — Belo Horizonte, Brazil
Clients include Casa Amora and A Pão de Queijaria (brand extensions and packaging, 2025).

2022 — 2025 — **Freelance Graphic Designer**
at Instituto Inhotim — Brumadinho, Brazil

2022 — **Freelance Graphic Designer**
at Destileria de Ideias — Belo Horizonte, Brazil

2016 — 2022 — **Career break: gastronomy**
Worked and trained in restaurant kitchens around the world, alongside design projects

2012 — 2015 — **Co-founder & Art Director**
at Estúdio Triciclo — Belo Horizonte, Brazil
Boutique branding and editorial studio. Set the creative direction and worked directly with every client.

2010 — 2012 — **Graphic Designer**
at Voltz Design — Belo Horizonte, Brazil

education

2024 — **UX Design Certificate**
at Mergo User Experience

2010 — 2011 — **Creative Processes Involving Text and Imagery**
at Pontifícia Universidade Católica — PUC

2004 — 2009 — **Graphic Design**
at Faculdade de Engenharia e Arquitetura — Universidade FUMEC

recognition

2012 — 2014
Talks on graphic design and agency life at **FUMEC, UEMG, and UFMG**
Evaluation committee, editorial-design final projects at Universidade FUMEC

2013
Selected for the **10th Brazilian Graphic Design Biennial**
Project: *Bom Garoto! Pet Shop*

2014
Interviewed for the book **Design Genius**, Ambrose/Harris, 352 pgs, 10/2014
Projects: *Deixa o Verão, Guiv, Livrarias de Rua*