

# ALEX CARVALHO

MOTION CREATIVE / ART DIRECTOR

I was bought up to view every new challenge as an opportunity. Since 2000 I've been taking every chance to explore the many forms of narrative which enable us to communicate engagingly within film, design & advertising. During this time I have consistently helped clients deliver key ideas to their audiences through memorable imagery experienced via a dozen different platforms. I love having a new story to shape and this is the passion that has taken me from one continent to another, to work for major clients in sectors as diverse as film and tv, fashion, music, automotive and technology.

## STRENGTHS

- creative visual thinking
- 15 years hands on creative
- proactive problem solving
- client presentation & communication
- pitch and new project development
- team management
- concept, development & production
- tv, film & brand narrative

## EDUCATION

2009

National Film and Television School  
*The Director's Vision*

2003

Central Saint Martins (ual)  
*MA Communication Design*

1997

UFPE, Centro de Artes e Comunicação  
*BA Visual Communication*

*english* <fluent>

*português* <fluent>

*español & french* <reading>

*adobe cc* <fluent>

*apple final cut pro* <fluent>

*adobe ae* <fluent>

*cinema 4d* <basic>

*davinci resolve* <basic>

*adobe muse* <fluent>

## EXPERIENCE

### NOIS | UK & Brazil, 2008-today

*co-founder, creative director*

Participated at all stages of the creative process, taking projects from concept creation, through script to design and production. Working with agencies, production co's or brands directly.

*Key projects: Google, TAM, Nokia, Philips, Too Pure/ Beggars, Blackmaps, Cerruti, Blaak Homme, Showstudio, Morocco Tourism Board, Ropax, Event Pad, Rede Globo, Turner, HBO, Futura, BBC, British Pathe, Onedotzero.*

### IRIS DIGITAL | UK, 2010

*director*

Directed the winning pitch film for London 2012 Olympic Mascot.

*Key project: London 2012 Olympic mascot*

### MOMENTUM WW | UK, 2010

*director*

Designed, directed and edited a promo for Xbox 360.

*Key project: Xbox 360*

### UVA | UK, 2009

*art-director & director*

Created and produced visuals for U2's ground breaking 360 world tour. A gigantic, expanding, high resolution cylindrical video wall presented a panorama of visuals realised through a blend of bespoke live action and animation.

*Key project: U2 world tour*

### MOVING BRANDS | UK, 2007

*art-director & senior motion designer*

Worked as director and art director on major projects including development of dynamic branding for the Nokia - Siemens merger.

*Key projects: Nokia Siemens Networks, Forevermark, TheDalmore*

### INTRO, UK, 2005

*designer & senior motion designer*

Designed and animated, Gibbs' & House's vision for Elton John's Tinderbox promo.

*Key projects: Mercury Records, Best Buy*

### IMAGINATION, UK, USA & JAPAN, 2003

*director & senior motion designer*

Created motion content for international product launches in Europe, USA and Japan from concept to delivery. Specialised in managing challenges of bespoke production for large scale, shaped video walls.

*Key projects: Mazda, Amex, Jaguar, Samsung, Ford/ Land Rover*

### TWINSTUDIO, UK & Denmark, 2002

*co-founder & creative director*

Participated at all stages taking projects from concept creation, through to design, production, direction and supervision of post-production.

*Key projects: The New York Times, Blaak, Maharishi, Eley Kishimoto, The Danish Fashion institute, Philips, BBC, Capital Records (Coldplay), Lloyds TSB, CNBC, Nationwide, Entertainment Channel*

### LINK, Brazil & Angola, 2000

*art director*

Lead a creative team to create a new visual identity for a national TV channel, produce primetime governmental campaign content and advertising.

*Key projects: Angolan Government, Public Television of Angola (TPA), Investment Bank of Angola (Bai), Angola Telecom and Maianga*

See reel at

<https://vimeo.com/channels/alexreel>