Beto Lima

Design Agency
Rua Pedro de Carvalho, 360/1002
Lins - 20725-232
Rio de Janeiro / RJ
Brazil

View the full portfolio at http://www.thecreativefinder.com/betollima

Professional Experience and Curriculum Vitae

• Graphic Designer and Brander with 30 years of market in Brazil and Europe

• Member of THE ART DIRECTORS CLUB OF NEW YORK / USA since 1994.

• In 2012, participated in a book– 8 Mandates for Social Media Marketing Success, by Kent Huffman, where 154 professors and guests from various parts of the world (including David Aaker and Berenice Ring), had a small share of contribution: http://www.8Mandates.com

• In 2013 was one of 10 international judges in 2013 Rebrand 100 Global Awards ®: http://www.rebrand.com/2013-juror-beto-lima

• In 2014, my name was included in the Top Marketing Professors on Twitter: www.smmmagazine.com/exclusives/top-marketing-professors-on-twitter/

• Development of graphic projects, packing, campaigns of marketing, spots of sales and visual identity for big companies (Wal Petroleum, Shell, Nabisco);

• Participation in exhibits in Rio de Janeiro, São Paulo and in Brno / Czech Republic;

• Lectures at various institutions of higher learning: EBA/UERJ, Universidade Estácio do Sá, INFNET, UNICARIOCA, Faculdades Teresa D Ávila, Universidade Federal do Espírito Santo, ESPM/Rio, UFRRJ, Locaweb e ESPM/POA.

• Works and articles presented in publications specialized in marketing and design, like: ABIGRAF Magazine, DESIGN & INTERIORES, TALENT 98'?, TALENT PHOTO 2001', PRINT, TALENT DESIGN RIO, NOVUM, THE CATALOGUE OF BRNO BIENNIAL 94'?, URGENT DESIGN/2000 Magazine, O GLOBO Newspaper, EXPORT Magazine and http://www.bocc.ubi.pt/

• I worked at Slogan / Porto and EURORSCG Design / Lisbon, as Art Director and Graphic Designer while in Portugal, 1996.

• Author of the book Logos Cariocas da Gema: http://marcas.2ab.com.br/

• Moderator of Group Branding Brazil on Facebook with 11.000members: https://www.facebook.com/groups/brandingbrasil/

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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Awards and Accolades

BRNO BIENNIAL 94'

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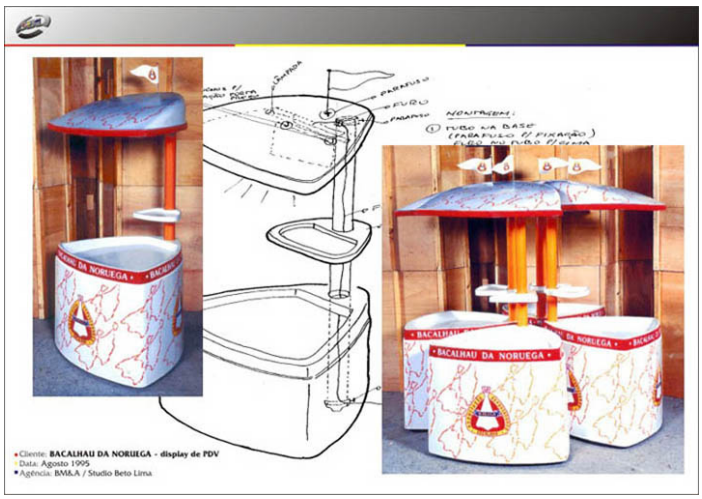

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