

Diogo Ornaghi

Creative / Art director / Strategic / Animating Editor / Creator



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Strategic Creativity

I tell you here in this summary what I consider to be a strategic creative, my skills, how I got to them and how my process of constant learning and curiosity works over 30 years as a creative.

Art director as a profession but always with a strategic eye. We live in a world of data and more and more the combination of strategy and creativity has proven to be more effective, everything is very connected, multidisciplinary, multiplatform and end up generating complex projects that need a 360º vision.

Creating cross-platform projects, building digital campaigns strategy, landing them in concept and creative pieces, are my day to day. is my passion.

Diving into innovations and new paths led me to have a multidisciplinary view and with that to have a broad view of the challenges, planning from start to finish, going through awareness, consideration, conversion, allied to business needs and brand KPI's.

And the world is not just data, nor is it just digital, it is all mixed up.

There's one thing that makes everything memorable for the consumer, the experience. I bring in my projects as the consumer you will experience it, whether at the point of sale or in the metaverse.

The image in motion

And always on my way as an art director, animation accompanied me, telling a story through moving images help in the creative process and ended up adding up as a powerful tool, It can be a logo, a manifesto, a small story, a digital banner, animate moves the entire approval and argument process.

Skill's

Working in advertising agencies has always promoted me to work with several disciplines and I have always taken advantage of these opportunities by bringing innovation, consumer experience, creativity and strategy.

Software Skill's

- ❑ Photosho, Illustrator, InDesign
- ❑ After effects, Premier
- ❑ Modo 3D, Blender
- ❑ SparkAr Meta
- ❑ Google Designer
- ❑ Wix
- ❑ Power Point, Excell, Word
- ❑ KeyNote

I follow a market in constant transformation, which is updated very fast, based on technology and innovation, from the industry to the consumer.

That look that “Everything can change”, everything can be innovated, everything can be possible, that's what I want take to your company

Below are the disciplines that I have evolved over the years.

Media: digital media, social media, programmatic, display, out of home, tv, radio.

Social media campaigns, focus on segmentation, audience interpretation and strategic creation of high impact and reverberation.

AI: Creation and Strategy with Whatsapp Bot, Facebook Bot, Amazon Alexa, Machine Learning, integration with campaigns.

Events: physical, digital, hybrid: creation, scenography, strategy, dissemination.

Metaverse and Games: campaigns, twitch strategy, activations, brand experience, nft, blockchain

Point of sale: consumer path, strategic campaigns, promotion dissemination, digital promotional mechanics, analysis of promotional data, hot spot, activations, experiences, phygital. Inbound marketing, sales team incentives, internal marketing

Where I worked

I started my career as a photographer's assistant in 1992. Having worked in Africa, FNazca Saatchi & Saatchi, Aktuell Mix, Geometry Global, Momentum Brasil, I led the areas of design, creation and digital working with retail, digital, social networks, ATL communication, BTL , point of sale and activation for large customers: Brahma, Vivo, SKOL, Nike, Unibanco, SKY, Mastercard, Casa de Conti, Seara, Nubank, AON, Coca Cola, among others.

2017 – 2022- Momentum Brasil Agency

❑ Creative Director/ Digital Creative Director

2014 – 2017- Aktuellmix Agency

❑ ATL Creative Director

2010 – 2014 - Geometry Global Agency

❑ Creative Director

2008 – 2010 - Africa Agency - São Paulo

❑ Creative Director

2007 – 2008 - Design Studio Renato Amoroso

❑ Designer gráfico Senior

1998 – 2007 – Agência F/Nazca Saatchi&Saatchi Agency

❑ Creative Director

1992 – 1998 - Estúdio Fotográfico Paulo Vainer, Mauricio Nahas e Enio Berwanger

- ❑ photographic assistant
- ❑ Photo lab coordinator
- ❑ image retouching

TKS