



# Beto Lima

www.betolima.com

Roberto Lima dos Santos  
**Art Director Senior / Illustrator / Web-Designer**  
contact - betoweb@gmail.com

## Qualification

8 years-experience as Art Director in Advertising and Web Marketing agencies. Applications skills for Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, CSS, Corel Draw, for both PC and Mac plataforms.

Hand-drawing skills.

## Professional Background

**RMG Target - Dublin - IE** aug/09 - Currently  
**Creative Designer**

Creative designer development microsites, e-mail marketing, banners, animations and illustrations for major  
**clients:** Smirnoff, Volvo, National Lottery, Unilever, Intell.

**Rapp Brasil / Digital - São Paulo – SP** sep/07 - mai/09  
**Art Director**

Development of hotsites, e-mail marketing, banners and illustrations for major  
**clients:** Volkswagen, Itaú, Petrobras, Natura, UOL, Votorantim and Zodiac.

**Extrude – Integrated Communication - São Paulo – SP** jun/07 to sep/07  
**Art Director**

On-line media development, websites and hotsites creation, HTML and webstandard CSS (Cascading Style Sheet) technology.  
**Clients:** Saint Gobain, Farmasa, Clássica Design and Sayer Lack.

**ADSIGNS – Visual Communication - Santo André – SP** feb/06 to may/07  
**Designer**

Creation for media in large formats, such as banners, backlights, billboards, CNC router services.

**Working Systems – Web Agency - São Paulo – SP** jan/05 to dec/05  
**Junior Art Director**

Development of hotsites and flash animation, using web tools which provides fast update and cost decrease for events and fair websites.  
Responsible for maintenance and update of institutional websites.  
Pictograms and icons illustration.

## Educational Background

Graduated on Web Design - Universidade Paulista/UNIP – 2005 / 2007  
Graduated on Architecture and Urbanism - Universidade do Grande ABC/UniABC – Aug/96 to Aug/2000.

## Complementary Studies

Light Wave 3D, Flash (SP - 2004)  
Act techniques (SP - 2000)  
Workshops, Creativity. - 5º Webdesign Meeting – Rio de Janeiro 2005  
Drawing and Painting. - Graphis Institute (1998)

## Languages

English, Portuguese



betolima77



betolima



betolima77



betolima