

Resume: Eduardo Toyoda

E-mail: <mailto:toyoda2k@gmail.com>

Fone / Cel: +55 (11) 5575-1118 / 8181-8290

Portfolio: <http://www.toyoda2k.com/portfolio>

Summary

Creative manager who combines design, business, leader and strategy skills with hands-on procedures, producing compelling interactive experiences.

Work Experience

Orolix – ISP (4/2005 – 04/2008 - www.orolix.com.br)

Design Manager & Project Manager – Managerial responsibilities for creative department, producing rich, interactive, user-centered web solutions from concept through completion. Responsible to build and implement a creative and interactive team. Project manager leading multitask teams and responsible for describing and generating web-based and client requirements.

Team Leader – Creative team leader coordinator responsibilities, with creative and technical strategy for a web-oriented process.

Art Director – Visual and interaction, responsibilities for desktop, multimedia and internet solutions.

CorpBrasil - 4/2006 – 10/2006 – **Art Director Freelancer**

Corp Brasil WebSite – www.corpbrasil.com.br – Art direction, interaction design, development

Nossa Caixa – 1st semester financial report – www.nossacaixa.com.br – Art direction, interaction and development

Rapp Digital - 05/2003 – 04/2005 - www.rappdigital.com – **Art Director Freelancer**

Microsoft Brasil presentation (Duetos)

Telefonica email marketing

Unibanco hot site

Metlife presentation

Veritas presentation

Sky TV Internet, extranet and prospect websites

Sky TV presentation

Hitachi Data System hot site

Organon presentation

Roche Medical Agenda hot site

Quê/Next – 11/2004 – **Art Director Freelancer**

Ambev - www.ambev.com.br – Winner: Art direction proposal

Volkswagen of Brazil – Winner. Art direction Proposal

PGCOM – 10/2004 – **Art Director Freelancer**

PGCOM website - www.pgcom.com.br – Art Direction, Interaction design, animation and development

Santos Bank – 1/ 2004 - 8/2004

Web Coordinator – Leading responsibilities, creative strategy and technical direction for a web-oriented process. Coordinating online content and endo and extra-marketing actions.

TV1.COM (6/2001 – 6/2002 - www.tv1.com.br)

Flash Game Designer/Developer – Flash Game Designer and Developer responsibilities, Action Script specialist creating visual, interaction, online games for children and teenager for the website www.turmadochiquinho.com.br.

Think4 - 10/2003 – 11/2003 - www.think4.com.br – **Art Direction Freelancer**

Suzano – www.suzano.com.br – Art direction and FrontEnd development

BahiaSul – www.bahiasul.com.br – Art direction and FrontEnd development

Zip.Net - (7/2000 – 5/2001)

Web Designer - Designed and updated daily content to a content Web Portal, such as AOL.com, Yahoo! and New York Times.

Expertise

People management, project management, definition and generation of requirements, visual design, interaction design, user-centered design, information architecture, use cases, prototypes, usability testing, animation, SEO.

Education

Interactive Multimedia – Canadore College (Ontario – Canada)

Post Diploma. 08/2002 – 04/2003

Design - University São Judas Tadeu

Bachelor Degree. 01/1997 – 12/2001

English – Advanced level (Spoken, written, reading)

6+ years at Cultura Inglesa

Spanish – Medium level (Spoken, written, reading)

1+ year