

– Yomar Augusto *Design Director & Creative Director / Based in California, working globally*

A remarkably creative and versatile professional with a wealth of expertise spanning typography, photography, web, and print design. With over 15 years of demonstrable success, I've collaborated with renowned clients such as Google, Nike, Adidas, and esteemed agencies like Wienden+Kenedy, 180 Amsterdam, and TBWA, consistently delivering distinctive brand experiences. Additionally, I have served as an accomplished Adjunct Professor at prestigious institutions including the Willem de Kooning Academy in The Netherlands, the Fashion Institute of Technology in New York City, and SDSU - San Diego State University. I've also had the privilege of being a Guest Professor at The School of Visual Arts in New York City and the Bauhaus University in Weimar, Germany, further enriching my diverse professional journey.

www.tooya.me

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+1 917 975 1090 US / Brazil Citizen

– Skills

- Adobe CS
- Figma
- Glyphs
- Photography
- Editing
- Filming
- Blender
- Cavalry
- Final Cut
- Typography
- Calligraphy
- Lettering

– Professional experience & Notable contributions

tooya

Rotterdam, The Netherlands / New York City & San Diego, USA Founder / CCO - Design Director, JAN 2010 - Present
Design/Typography Studio, working globally and focused on contemporary graphic design & custom typography

Key Accomplishments:

- Responsible for strategy and execution of > 150 on-and-off-site design projects for > 50 agencies & brands, world-wide, including but not limited to Wieden+Kennedy, TBWA, Google Lab, DBB, Adidas, Puma, NIKE.
- Designed and created for the new Absolut Vodka global lettering and typeface, in partnership with the renowned Swedish brand agency BRANDUNION.
- Drove concept, strategy and execution for the Chiquita banana font for a worldwide campaign, movie, and company branding project in partnerships with the agency LEMZ (Amsterdam, the Netherlands).
- Lead strategy and execution for the development of Unity, a type-system crafted and designed for Adidas which was used by Adidas during the FIFA in the 2010 World Cup (football players jerseys).

HOOK

Los Angeles & Ann Habor, USA, Associate Design Director, JUN 2022 - JAN 2023

Hook is a Creative Production Agency specializing on in-house and hands-on production & developing world-class creative campaigns, content, and experiences for industry-leading brands such as Google, YouTube, Nike, and NASA

Key Accomplishments:

- Lead art & design strategy and execution for the development of Google Illustrations branding guidelines with emphasis on Google's health initiatives by partnering with a team of designers, project managers and Google's employees.
- Established collaborative projects with scientific publishers such as the world's leading multidisciplinary journal Nature; worked cross-functionally to deliver >3 Nature's covers.
- Inspired, provided leadership & mentorship to design staff, promoted cross-functional collaboration with both internal and external teams.
- Responsible for ideation and execution of HOOK LAB, a unique in-house platform aimed to inspire >100 HOOK employees including but not limited to weekly lectures, talks, workshops and special events intended to inspire and connect HOOK employees.
- Selected to lead and conceive a series of focused-groups & internal weekly workshops with HOOK employees, helping the creative department to explore different forms of creativity and experimentation.

Intuit

San Diego, USA, Senior Lead Visual Designer / Typographer, NOV 2018 - SET 2019

Intuit Inc. is a global lead American business software company that specializes in financial software.

Key Accomplishments:

- Partnered with a team of Software Engineers and lead ideation, design and execution of Intuit Open Source Design System, a generative pattern UI design, a flexible design system that allows > 16K employees to create in a modular fashion interdepartmental designs.
- Designed and created the visual identity for the annual global event "Engineering Days", comprising >5K employees across different countries.

180 Amsterdam

Amsterdam, The Netherlands, Typographer / Senior Graphic Designer, DEZ 2007 - DEZ 2009

180 Amsterdam is a leading international creative agency located in Amsterdam and Los Angeles. Clients include - but not limited- to Adidas, BMW, Amstel Beer, Sony Electronics and several other top brands around the world.

Key Accomplishments:

- Lead strategy and execution for the development of Unity, a type-system crafted and designed for Adidas which was used by Adidas during the FIFA in the 2010 World Cup (football players jerseys) transmitted on television stations, digital, and in-store branding.
- Main lead/Art director of Amstel Beer campaign with emphasis on Russian market: responsible for in-situ research, market assessment to deliver advertising strategy and placement such as malls, metro's cars & stations.
- Collaborated cross-functionally with internal and external teams to deliver BMW, Omega watches & > 10 Adidas campaigns.

DC Works

Rotterdam, The Netherland, Typographer, Graphic Designer, NOV 2006 - NOV 2007

Yomar- Key Accomplishments:

DC Works is a leading design studio based in the city of Rotterdam, The Netherlands.

Key Accomplishments:

- Developed creative projects for Wageningen University; the only university in the Netherlands to focus specifically on the theme "Healthy Food and Living Environment."
- Developed creative projects, designs, and campaigns for Centrum Beeldende Kunst, the leading public arts institution in Rotterdam and also working directly with the City of Rotterdam, developing extensive design projects with the main city library.

vo6

Rio de Janeiro , Brazil / Rotterdam, The Netherlands, Founder / CCO - Design Director, JAN 2002 - OCT 2006

Design/Typographical Studio, working globally and focused on contemporary graphic design and custom typography

Key Accomplishments:

- Responsible for running vo6 end>end operations, which included negotiating contracts, art direction and creating brand identity.
- Developed and designed campaigns for Brazilian fashion companies stationed in Europe. Part of the responsibilities included negotiating contracts, art direction and creating brand identity.
- Lead art & design strategy and execution of several CD covers for Brazilian musicians and bands including but not limited to the renowned singer, Marina Lima MTV Acoustic Album, Detonautas, Ana Carolina and Milton Nascimento.
- Responsible of art direction, brand identity and design for > 5 Brazilian (with European distributions) fashion companies campaigns.
- Partnered with Brazilian publishers, including but not limited to Objetiva, Cia das letras, Record to deliver > 50 high end book covers and editorial projects.

– Education & Credentials

- M.A., Typography, 2005 Royal Academy of Art, The Hague, The Netherlands
- B.A., Graphic Design, 2000 UniverCidade, Rio de Janeiro, Brazil
- Large Format 4x5, 2013 International Center of Photography, New York, NY
- DSLR for Photographers, 2014 International Center of Photography, New York, NY

– Adjunct & Guest Professor

- SDSU San Diego State University San Diego, California USA (Fall 2017 & Fall 2023 - Present)
- SVA School of Visual Arts Typography Summer program New York City, NY USA (2015 - 2016)
- FIT Fashion Institute of Technology New York City, NY USA (2013 - 2015)
- WDKA Willem de Kooning Academy Rotterdam, The Netherlands (2011 - 2012)
- Bauhaus University (Guest professor) Weimar, Germany (2010)
- Royal Danish Academy of Fine Arts (Guest professor) Copenhagen, Denmark (2010)

– Selected Publications

Brazil Culture, Phaidon 2015, Communication Arts, 2014, Wall Paper magazine, UK May 2012, NOVUM design magazine, Germany May 2012, Now in Production, Walker Art Center, USA 2011, Type Director Club, Tokyo, Japan 2011, Étapes magazine #189, France, 2011, Eye magazine, UK, 2010, LATIN American designer Taschen, 2008, Young Graphic Designers Americas, 2008, Contemporary Graphic Design TASCHEN, 2007, +81 Craft issue, Tokyo, Japan, 2007

– Selected Clients

180 Amsterdam, The Netherlands / Coca Cola, Global / Warner Music Group / MULLEN, Los Angeles / Google, New York / Wieden+Kennedy, The Netherlands / Amsterdam World Wide, The Netherlands / Anomaly, The Netherlands / TBWA, New York / Ogilvy, New York / Sid Lee, New York / Ogilvy, France / Loducca, Brazil / Brand Union, Stockholm, Sweden

– Awards

Communication Arts USA, 2014 / D&AD, 2011 / Eurobest, 2010 / Cannes Cyber Lions, 2010 / One Show Design, 2010 / Tomorrow Awards, 2010 / International Young Design, 2006 / Bienal Letras Latinas, 2006 / Olympic Games and Human Rights, 1999

– Guest Lecturer – Speaker

- Serebro Nabora Type Conference, Russia 2016
- AIGA San Diego Y conference speaker 2016
- Type Director Club, New York City 2011

– Workshops

- Anadolu University, Eskisehir, Turkey
- BAU, Design School, Barcelona, Spain
- William De Kooning Academy, Rotterdam, The Netherlands
- St Joost Academy, Breda, The Netherlands
- British Higher School of Art & Design, Moscow, Russia
- Escola Superior de Estudos Industrias e Gestão, Portugal
- UniverCidade, Rio de Janeiro, Brazil
- University of Brasília, DF, Brazil
- Fundação Mineira de Educação e Cultura, Brazil
- Atypi, Association Typographique Internationale
- Get Set Festival, Porto, Portugal
- Marimbondo Art institute, Rio de Janeiro, Brazil

– Featured in Sites

- Shift, Japan
- Computer love, US
- Hispaper, Japan
- Fontanel, The Netherlands
- The Strange Attractor
- The Font Feed
- The Design Flux, Korea
- The Case & Point, Canada
- Hispaper, Japan
- Feyo+CO, USA
- Made in England, UK
- We love typography
- Type Jungle
- IDN world, Hong Kong
- Tipografos.net
- Creative Social Blog