



Daniel Portuga

Smiles for brands and consumers



CREATIVE DIRECTOR BASED IN NYC*

Hello! Nice to meet you. I'm Daniel Portuga.

Portuga, a nickname symbolizing Portuguese blood, is my father's side: a fighter. Daniel, however, is my mum's side: a Brazilian soul with swagger and humor. I'm a result of this mixture—a spirited creative with sincere passion for my work. Since 1998, I've been creating smiles for brands and consumers for more than 128 clients in 19 markets. Born in São Paulo, I've lived in London and Singapore. Now I'm a US green card holder based in New York, but always a citizen of the world.

I specialize in 360° creative direction, digital experiences, innovation, technology and Web3, leading campaigns, art direction and UX from the brief through concept and execution. Btw, I'm a hard worker, a team motivator and a serial pitcher, doing whatever it takes to bring ideas to life, grow client business and help consumers engage with brands in a natural way.

Throughout my experience, I've won a couple of awards, maybe 89, and made countless great friends. I'm also a former Social Media Professor in Digital Marketing MA and Key Note speaker (I love to talk, in case you couldn't tell.) In my spare time, I've been a juror for the Webby's, PHNX AdForum Awards and many others. I've even had my work displayed at the Modern Art Gallery in Slovakia, plus over 70 articles and interviews across the globe.

That said, the hours are long and the work is hard but the smiles are plenty. Even after 20+ years in the business, I have the same young soul, but now with more experience and something that never changes: the will and endless ability to continue sharing smiles. Maybe one day we'll meet, have a drink, solve the world's problems, or at least make some stuff together. We'll probably laugh a lot.

Let's smile together at:

DANIELPORTUGA.COM

PORTFOLIO (PW: SMILE)

DANIELPORTUGA.COM/AWARDS

AWARDS & RECOGNITIONS

LINKEDIN.COM/IN/DANIELPORTUGA

LINKEDIN

SMILE@DANIELPORTUGA.COM

EMAIL

+1 347 820 0044

MOBILE & WHATSAPP

Last Experiences

Razorfish (New York // US) Since 07.2022
VP, Group Creative Director
Clients: Samsung Global and North America

Razorfish (New York // US) 06.2021 - 07.2021
Creative Director
Clients: Samsung Global and North America, Unilever

Razorfish (New York // US) 01.2020 - 06.2021
Associate Creative Director
Clients: Samsung Global and North America, Unilever

Publicis Sapient (New York // US) 03.2017 - 12.2019
Associate Creative Director
Clients: Asics, Mercedes Benz, Samsung, Unilever

SapientNitro (São Paulo // BR) 05.2014 - 03.2017
Associate Creative Director
Clients: Michelin, Mondelez, Monsanto, Nutella, Sony

SapientNitro (Singapore // SG) 04.2012 - 05.2014
APAC Design Manager, Creative
Clients: Chrysler, Citi, Fiat, MetLife, Moët, Unilever, SingTel

SapientNitro (London // UK) 03.2012 - 09.2012
Design Manager, Creative
Clients: Mars, HSBC, Coke, Mc Laren

SapientNitro (London // UK) 09.2010 - 03.2012
Art Director
Clients: Footlooker, Ladbrokes, Nat West

Rapp (London // UK) 04.2010 - 09.2010
Senior Digital Designer
Clients: Skype, Unicef, Pfizer, HP, Philips

Saint Y&R (London // UK) 03.2010 - 04.2010
Contractor Senior Digital Designer
Clients: Lloyds Bank

MullenLowe Profero (London // UK) 03.2010 - 04.2010
Contractor Senior Digital Designer
Clients: 3M Post-it

The Bio Agency (London // UK) 12.2008 - 03.2010
Creative Designer
Clients: Accor, Boomerang TV, Cartoon Network, NHS

Rapp (São Paulo // BR) 04.2005 - 08.2008
Associate Creative Director
Clients: Itaú Bank, Nokia, Philips, Roche, Telefonica, VW

Keynote Speaker

Former Social Media Professor
MA Digital Marketing Strategy

Creanxiety
Do you Speak Design?
Digital Marketing: The other side of the force
The Smiles Hunter - Personal Marketing
London it's so close
Online creativity
Pixel Show
Websites for Small Businesses

Awards

Anthem Awards 2022 // bronze
Creativepool Annual 2022 // shortlist
Webby Awards 2022 // official honoree
Webby Awards People's Voice 2017 // winner
Webby Awards 2017 // nominee
One Show 2016 // 1 shortlist
One Show 2015 // 2 shortlists
Mobile Web Award 2015 // Winner
Festival of Media Latam 2015 // Gold
The Smarties 2015 // Silver
Lusos Awards 2016 // 1 gold and 2 bronzes
Lusos Awards 2015 // gold and silver
Awwwards 2016 // honorable mention
Awwwards 2014 // honorable mention
CSS Design Awards 2016 // special kudos
CSS Design Awards 2014 // nominee
lab Mixx 2013 // gold
WebAwards 2013 // standard of excellence
FWA 2016 // public shortlist
FWA 2011 // mobile of the day
FWA 2010 // site of the day
Webby Awards People's Voice 2010 // winner
Webby Awards 2010 // nominee
Webby Awards 2010 // official honoree
Cannes Lions Awards 2008 // shortlist
Cannes Lions Awards 2007 // shortlist
Cannes Lions Awards 2006 // shortlist
Cannes Lions Awards 2005 // shortlist
LIA 2010 // shortlist
BIMA 2009 // 2 shortlists
Check the full list at danielportuga.com/awards

Education

MA 2004 - 2006
Design Management
University of Belas Artes of São Paulo

BA 1998 - 2002
Advertisign & Marketing
Paulista University

Martech & AI - 2021
Martech Academy

Transcendental Meditation - 2017

Judge & Others

Webby Awards // Judge
PHNX AdForum // Judge
Lisbon International Ad Festival // Judge Mobile & Billboard
CSS Design Awards // Judge
Lusos Awards // Judge Digital & Mobile
Colunistas Awards // Judge Design
FWA Talent Pool // Integrant
Creativepool // Top 25 Digital Art Director

Trnava Poster Triennial // Slovakia
Museum of Modern Art - Work selected for exhibition

The Blank Post Project
A personal project to help people with anxiety disorders.

