



Leonardo Rosa Borges  
Creative Director / Art Director

+1 (310) 529 2798 | [leo@leorosaborges.com](mailto:leo@leorosaborges.com)

Online portfolio: [www.LeoRosaBorges.com](http://www.LeoRosaBorges.com)

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Leo is a multi-award-winning advertising creative director, with over 18 years of international experience in major ad agencies. He has a proven history of excellence in creative leadership, creative concepting and art direction for big and small-budget TV, video, print, social, digital-first, mobile-first and 360 campaigns.

He works smoothly alongside strategists, producers, executives and clients to achieve cross-silo creative solutions that deliver results. He is a passionate creative leader, innovative thinker and craftsman. Loves to share his knowledge. Really good with a calligraphy pen. All-around nice guy.

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## JOB EXPERIENCE

### **Creative Director at Moontide, CA - USA: December 2021 to present**

**Main focus:** To lead and build the creative department, bringing the focus of a traditionally digital agency to creative excellence. To re-brand the agency and shift the culture towards innovative thinking and creativity. To concept, lead and execute, alongside with my team and external vendors, full-funnel campaigns for start-ups and established brands. Oversee the execution and ensure creative excellence for all creative deliverables, including TV and digital-first video campaigns, paid social assets, landing pages, websites, graphic design and brand identities. To collaborate closely with clients, account directors and agency leadership to deliver outstanding creative.

**Achievements:** Won various business pitches. Rebuilt creative team with idea-first creatives. Elevated the quality of the creative work, contributing directly to the growth of key clients. Introduced proprietary tools to measure success of creative campaigns and provide data for future improvements. Introduced the use of AI tools to aid ideation and to increase efficiency in lower-funnel deliverables. And made anti-chafing cream feel cool and sophisticated.

### **Associate Creative Director at Saatchi&Saatchi LA, CA - USA: February 2016 to December 2021**

**Main focus:** Creative leadership, concept creation and art direction in digital and traditional advertising, specially for multi-million-dollar international and national TV, OOH, print, digital, social, and integrated campaigns in the automotive industry. Collaborating with strategy, client servicing, data intelligence and production departments to ensure creative excellence across all deliverables (including TV spots, digital-first videos, vertical videos, FB carousels and Canvas, programmatic creative, etc). Directing creatives and vendors to deliver world-class quality aligned with campaign objectives. Liaising with clients and selling ideas. **Continues next page**

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**Achievements:** Led and oversaw teams in creating high-profile national campaigns with proven results. Created highly acclaimed Toyota's Super Bowl 2020 commercial. Created and produced various multi-million-dollar campaigns, including a "Toyota Sports" campaign, awarded by Clio Awards. Led, created and produced campaigns that set a new path for Toyota's print and OOH, introducing stronger art direction and communication concepts. Led idea-generation sessions for high-profile projects and directed members of the creative team to create innovative digital and traditional ideas, positively impacting agency culture.

**Sr. Art Director at RPA, Santa Monica, CA - USA: December 2013 to January 2016**

**Main focus:** Concept creation and art direction in advertising, specially for national and regional TV and integrated campaigns. Responsibility to define and ensure world-class quality of visual communication for large marketing campaigns in every kind of media channel, from TV to digital, out-of-home and experiential. Directing vendors and partners to deliver world-class quality aligned with campaign objectives.

**Achievements:** Led and oversaw creatives in traditional and digital projects, including award-winning work. Created the multi-spot Fit For You TV campaign, which picked up a number of awards and media mentions. Created the 2015 Happy Honda Days campaign, that continues to be re-booted to this day. Created a program to incentivise and reward proactive thinking, raising morale in the creative team and quality in the work.

**Sr. Art Director at Memac Ogilvy & Mather, Dubai - UAE: July 2012 - November 2013**

**Main focus:** Concept creation and art direction for advertising, specially for TV commercials, print, out-of-home and 360 campaigns for the local UAE market and wider MENA region.

**Achievements:** Created UN Women's "Autocomplete Truth" campaign, which won top awards in every major festival, and reached billions of people. Created award winning cause-related campaign for Coca-Cola's water brand Arwa, which provided drinking water for more than 10,000 Syrian refugees. Created award-winning campaign for Sprite that relieved the plight of the near-slaves construction workers of Dubai through sports.

**Group Head of Design at Memac Ogilvy & Mather, Dubai - UAE: June 2010 - July 2012**

**Main focus:** Leading a team of 8 creative designers, working on design and advertising projects in different areas of communication, from print and out-of-home advertising to digital communication and branding.

**Achievements:** Led the design team to win several design-focused awards locally, and internationally. Created and crafted internationally acclaimed work. Raised the art-direction level of the agency to world-class, and helped raise Ogilvy Dubai from oblivion into the top 10 Ogilvy offices in the world.

**Sr. Designer at Memac Ogilvy & Mather, Dubai - UAE: October 2008 - June 2010**

**Main focus:** Conceiving and developing complex design and advertising projects in different areas of communication, from print and out-of-home advertising to digital communication and branding.

**Achievements:** Created and designed work that won multiple awards, both locally and internationally.

**Sr. Designer at Artobrand, Manama - Bahrain: February 2008 - September 2008**

Strategic design for branding and identity design. Clients included telecoms and financial institutions.

**Art Director at various Design and Advertising agencies, Recife - Brazil: May 2003 – January 2008**

Art direction in advertising, visual identity design, packaging and point-of-purchase design for a range of clients.

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**KEY SKILLS**

Creative leadership | Creative direction | Design Thinking | Presenting and selling ideas | Client relationship  
Art direction for film | Art direction for photography/print | Strong design skills | Interpersonal communication  
Technical: Chat GPT | Midjourney AI | Figma | Adobe Creative Suite | Photoshop | Premiere | Illustrator  
InDesign | Keynote | Procreate

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## EDUCATION

### Graduate at the Berlin School of Creative Leadership CCLP, 2019

Berlin School of Creative Leadership CCLP programme, Cannes – France

### Lato-sensu postgraduation diploma – Marketing Management, 2006 (incomplete)

Universidade de Pernambuco – UPE (Pernambuco State University), Recife – Brazil

### Bachelor's Degree – Graphic Design, 2003

Universidade Federal de Pernambuco – UFPE (Pernambuco Federal University), Recife – Brazil

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## KEY AWARDS AND RECOGNITION



### CANNES LIONS

- 1x Titanium
- 3x Gold
- 2x Silver
- 1x Bronze
- 1x National Diploma



### THE ONE SHOW

- 1x Gold
- 1x Silver
- 1x Bronze
- 3x Merit



### CLIO AWARDS

- 2x Bronze



### D&AD

- 2x Wood Pencil



### NY FESTIVALS

- 2x Bronze



### EPICA AWARDS

- 1x Silver



### GOLDEN DRUM

- 1x Grand Prix



### BEST OF OGILVY

- 2x Awarded



### DUBAI LYNX

- 12x Gold
- 3x Silver
- 9x Bronze



### LÜRZER'S ARCHIVE MAGAZINE

- 3x Featured

Please get in touch if you'd like to see a detailed list of achievements.

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## LANGUAGES

**Portuguese (BR)**, native

**English (US/UK)**, fluent

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Please visit my online portfolio website:

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