Vinicius Malheiro

Senior Designer | CRM & Campaigns



CONTATO

+55 (11) 94111-7017

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Meu portfólio

EDUCATION

Graphic Design
University of
Mogi das Cruzes (UMC)

2021 - 2023

English Advanced
CNA

2014 - 2017

SKILLS

Creative Direction

IA Generativa

Key Visuals

Performance Creative

Video Editing

AWARDS

EXPOCOM Sudeste
Communication & Innovation · 2023

EXPOCOM Nacional
Communication & Innovation · 2023

ABOUT ME

Designer with over 5 years of experience creating campaigns and visual experiences for digital brands, with a strong focus on iGaming, CRM, and performance. I work across concepts, key visuals, and multi-channel creative assets, combining design, video editing, and generative AI throughout the creative process.

PROFESSIONAL EXPERIENCE

Senior Designer
DIGIPLUS BRASIL 2026 - PRESENT

Creating campaigns and visual experiences for BingoPlus, developing concepts, key visuals, and creative assets across CRM, social media, digital channels, and promotional campaigns. Producing and editing content for User Acquisition while integrating AI into the creative process for asset generation, composition, and animation.

Graphic Designer
HIPERBET 2025 -JUL 2026

Created CRM and performance campaigns for iGaming, including gamification, tournaments, promotions, casino, and sportsbook. Developed email marketing, RCS, banners, pop-ups, and paid media creatives, including variations for A/B testing and AI-assisted creative production.

Graphic Designer
GORILLAS GROUP 2025 - AUG 2025

Developed digital campaigns focused on performance and conversion, creating paid media assets and creative variations in collaboration with the media team. Used generative AI for concept exploration and visual production.

Graphic Designer
NEO BRANDS 2022 - 2024

Created digital campaigns and marketing assets for multiple clients, including social media, banners, and branded content. Also worked on Sports MKT projects, developing visual content, graphics, and templates for sports communication.