



Daniel Portuga

The Smiles Hunter

Nice to meet you. I'm Daniel Portuga: "The Smiles Hunter". Portuga, a nickname symbolising Portuguese blood, a fighter, life's hunter, my father's inheritance. Daniel, a Brazilian soul, with swing, humor and an expert in making people laugh. I am a result of this mixture, accumulating experience from all over the world. Since 1998 working with Digital, Design and Advertising, more than 115 global clients, 16 countries, from Brazil to London, Singapore, New York, and now, the world. An unrestricted passion for what I do and that's a story I love to tell.

Creative Direction 360°, focused on digital strategies, campaigns, art direction, UX, social media, proactive solutions, integration with other areas, people growth, team motivating and management: that's how I bring ideas to life. In this journey I won couple awards, maybe 75 (Cannes, One Show, Webby, BIMA, Awwwards, FWA, CSSDA, etc), and many friends, great friends. Social Media Professor in Digital Marketing Strategy MA, KeyNote speaker in Pixel Show, one of the biggest design events in Latin America, University of São Paulo, Business School SP, Belas Artes University .Juror at Lisbon International Advertising Festival, CSSDA, Lusos and Columnists Awards. Top 25 in three categories on Creativepool and first ranked as a Digital Advertising Director. Work displayed at the Modern Art Gallery in Slovakia. In addition, over 50 articles and interviews across the globe.

The hours are long, the work is hard but the smiles are plenty. So, today I keep the same boyish passion but with more experience and something that never changes: the will and endless ability to continue sharing smiles. Maybe one day we meet to have a drink and put the world to rights or to work together. We'll probably laugh a lot. And then certainly, I will call you: friend.



Let's smile together at:

WWW.DANIELPORTUGA.COM
PORTFOLIO

LINKEDIN.COM/IN/DANIELPORTUGA
LINKEDIN

BEHANCE.NET/DANIELPORTUGA
BEHANCE

CREATIVEPOOL.COM/DANIELPORTUGA
CREATIVEPOOL

VIMEO.COM/DANIELPORTUGA/THESMILESHUNTER
REEL

SMILE@DANIELPORTUGA.COM
EMAIL

+1 347 820 0044
MOBILE

Last Experiences

SapientRazorfish (New York // US) Since 03.2017
Associate Creative Director
Clients: Axe, Bece, Citibank, Samsung

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: Chrisler, 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
Freelance Senior Digital Designer
Clients: Lloyds Bank

Profero (London // UK) 03.2010 - 04.2010
Freelance 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

Social Media Professor
MA Digital Marketing Strategy - ALFA

Do you Speak Design?
University of Belas Artes of São Paulo

Digital Marketing: The other side of the force
University of São Paulo

Personal Marketing
Business School São Paulo

London it's so close
Unimonte University

Online creativity
Pixel Show
Santa Cecília University
Montessori University

Websites for Small Businesses
University of Belas Artes of São Paulo

Awards

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 2017 // 1 bronze and 3 shortlists
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
W3 New York Awards 2016 // 2 golds
W3 New York Awards 2015 // gold and 2 silvers
W3 New York Awards 2013 // silver
W3 New York Awards 2011 // gold
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

Course 2017
Transcendental Meditation
São Paulo - Brazil

Others

Lisbon International Advertising Festival // Judge Mobile
CSS Design Awards // Judge
Lusos Awards // Judge Digital & Mobile
Colunistas Awards // Judge Design
FWA Talent Pool // Integrant

Top 25 on Creativepool:
- 1st ranked Digital Advertising Director
- 5th ranked Digital Art Director
- 8th ranked Digital Creative Director

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

