

CHRIS LIMA

DESIGNER / ART DIRECTOR
CREATIVE CONSULTANT / RESEARCHER



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Brazilian and Portuguese

Born in 5th Agosto, 1971
Rio de Janeiro, Brazil

PORTFOLIOS

www.chrislima.com.br

www.evolutivaestudio.com.br

LATTES

<http://lattes.cnpq.br/7923066579070890>

I believe that everything communicates something. In each project, I seek to identify the nature and essential purpose, to map experiences and build engagement that makes sense for its audiences. Gathering and connecting people is one of my natural skills. I like to observe people's behaviors, I trust and enjoy multidisciplinary projects. I am a multitask person, and I spend time reflecting on empathy, communication and processes.

I like to think about what we discard and cultivate in our way of seeing the world collectively, and how this contributes to a more friendly environment for innovation and change. Care and common interests can turn thinking into acting. Connections reduce distances and have the power to transform what was previously seen as distinct aspects into complementary relationships.

I have a passion for what I do, and I try to be part in each stage on the working process in an inspiring way, articulating time, ideas and people.

PROFESSIONAL BACKGROUND

- 2025** **Graphic Design Coordinator / Art Director**
/2024 [Indio da Costa A.U.D.T](#)
- 2025** **Researcher at [LINDA](#)** - Interdisciplinary Laboratory
/2022 on Nature, Design and Art / Art and Design Dpto - PUC-Rio
- 2025** **Owner-Creative Director**
/2002 [Chris Lima Design](#) | [Evolutiva Estudio](#)
- 2025** **Art Director**
/2021 [Grupo Estação](#)
- Communication and Design Coordinator**
Grupo Estação
- 2025** **Design, Branding and Communication Consultant**
/2009 **Creative Projects Manager**
- 2023** **Consultant**
/2021 [UNESCO](#)
- 2021** **Communication and Design Coordinator**
/2020 Parque Lage School of Visual Arts ([EAV](#))
- 2020** **Art Director**
/2016 [SuperUber](#)
- 2020** **Consultant**
/2017 **Cooks of Tomorrow** [Cozinheiros do Amanhã]
A social and creative project from restaurant Fazenda Culinária, at [Museum of Tomorrow](#)
- 2019** **Teacher and Content Advisor**
/2017 [IED - Instituto Europeo di Design](#)
[M.A. Entertainment Design]
- 2015** **Branding Consultant and Teacher**
/2012 [Rio Criativo](#), Rio de Janeiro Secretary of Culture
- 2015** **Curator and organizer**
/2014 Festival Lapalê - Lapa, Literature, Enthusiasm
- 2015** **Teacher**
/2014 [IED](#) [Editorial Projects, Communication and Promotion - 2015]
[Cândido Mendes University](#) [The Book Cover; Publishing; Branding - 2014]
- 2014** **Branding Teacher**
/2012 Polo Criativo
- 2013** **Director**
/2009 [ADG](#) [Brazilian Graphic Designers Association]
Rio de Janeiro
- 2008** **Public Relations and Producer**
e 2002 [Máquina Cohn & Wolfe](#)

ACADEMIC / EDUCATIONAL BACKGROUND

- 2024** **Master's Degree**
/2022 *Stricto Sensu* Graduate
[PUC-Rio](#) / Interdisciplinary Laboratory on Nature, Design and Art - LINDA / Art and Design Department. Dissertation: "Design and Art: Territories of (re)conciliation in the production of subjectivity". Advisor: Professor Carlos Eduardo Felix da Costa (Cadu)
- 2014** **MBA Branding**
/2012 *Lato Sensu* Graduate
Rio Branco University
[International Module at Brunel University, London, UK]
- 2002** **Design** [Graphic Design]
/2000 UniCarioca
- 1993** **Communication** [Advertising]
/1990 FACHA - Faculdade Hélio Alonso
- 1989** **Elementary School**
/1977 CEL - Centro Educacional da Lagoa

RECENT PROJECTS HIGHLIGHTS

- 2024** **Aristeu Pires Design**
Brand/signature redesign, identity and packaging development
- 2023** **Universo Spanta**
Set design for the music festival, at Marina da Glória, Rio de Janeiro
- 2023** **Bicentennial Sculptures**
/2022 A "[Museu Nacional Vive](#)" exhibition
Design for the National Museum bicentennial sculptures pedestals, signage totems and infographics
- 2023** **Viva! FarmHouse**
/2021 Brand and identity design for a sustainable farmhouse in the heart of Alentejo, Portugal
- 2022** **Luzia and Berthasaura in Madureira**
A "[Museu Nacional Vive](#)" exhibition
Design exhibition for the National Museum archaeological exhibition. National Museum, Vale Cultural Institute e Rio de Janeiro City Hall

PROFESSIONAL BACKGROUND [CONTINUATION]

- 2002 Designer**
/2001 Jair de Souza Studio
- 2002 Producer, Rio de Janeiro**
/1990 Dr. Smith Night Club, Kitschnet Night Club, Mercado Mundo Mix Fair and others
- 2001 Art Assistant**
/2000 Creative Department, [O Globo](#) Newspaper
- 1999 Art/Design Assistant**
/1998 Gringo Cardia [[Rita Lee MTV Acoustic](#), 1998 / H.Stern, Miscigens Collection - Carlinhos Brown, 1999 / Videoclip "Aquilo", Lulu Santos, 1999 / Style Week BarraShopping, 1999)
- 1996 Director's Assistant**
"Adágio ao Sol" film, by Xavier de Oliveira
- 1996 Art and Costume Producer**
CDT/Geraes Produtora
- 1991 TV Show Production - Intern**
"Intervalo" TV Show - TVE
Director Carlos Alberto Viseu

AWARDS

- 2015 CBTIJ Theater Award**
Nominated in the "Graphic Design" category for the play "Fonchito and the Moon" - RJ
- 2013 10ª Graphic Design Biennial de Design - ADG**
[Brazilian Graphic Designers Association]
Award "Promo" category - São Paulo
- 2013 Werner Klatt Award for Graphic Excellence**
With Gandhi Packaging - RJ
- 2012 Cow International Design Festival**
1st Prize "Card Nomination"- Ukraine
- 2012 Cow International Design Festival**
2nd Prize "Package Design"- Ukraine
- 2009 9ª Graphic Design Biennial de Design - ADG**
[Brazilian Graphic Designers Association]
Award "Synthetic Communication" category - São Paulo
- 2006 8ª Graphic Design Biennial de Design - ADG**
[Brazilian Graphic Designers Association]
Award "Identity Design" and "Brands" category - São Paulo
- 1998 Mercantile Registry Quality and Productivity Award**
Ed. 97 - Commercial Board of the State of Rio de Janeiro
- 1989 Bizz Music Magazine Competition**
Winner on the competition to create an artwork for a (hypothetic) "Depeche Mode album"

RECENT PROJECTS [CONTINUATION]

- 2021 Fundação Roberto Marinho**
/2020 Graphic project for educational books for "Telecurso"
- 2020 Animasom**
Identity design for interactive experiences "Amazon" and "Beach"[for SuperUber]
- 2020 Creative Cities RJ Project / SECEC**
/2017 Branding project for web portal of 3 cities, Rio de Janeiro City Hall - Rio Criativo
- 2019 Anima Mundi**
Design for the biggest animation festival in South America
- 2019 MAST - Astronomy Museum and related sciences** - Rio de Janeiro
Art Direction for immersive and interactive exhibition at [MAST](#) [via SuperUber]
- 2018 Transformation, Casa Firjan**
Art Direction for the opening exhibition, Rio de Janeiro [via SuperUber]
- 2018 1808, 1818 - The Construction of the Realm of Brazil**
[National Library](#), Rio de Janeiro
Design for an exhibition about the arrival of the Royal Family in Brazil
- 2018 Museum of Mines and Metal**
[MMGerdau](#), Belo Horizonte
Art Direction for "Steel Space" and interactive totem for Nióbio Room [via SuperUber]
- 2017 From Feathers to the Stars**
[Frost Museum of Science](#), Miami, USA
Art direction for 15 digital and interactive installations about the story of flight.
Permanent exhibition [via SuperUber]

LECTURES, TALKS AND SYMPOSIUM

- 2024** **Design and Art: Territories of (re)conciliation in the production of subjectivity”e Design Dpto - EBA [School of Fine Arts] / UFRJ [Federal University of Rio de Janeiro]**
Lecture for postgraduate students, an invitation by Professor Irene de Peixoto Mendonça
- 2017** **Creative Cities RJ Project / Rio Criativo - SECEC**
Branding courses in Vassouras, Valença and Nova Iguaçu - Rio de Janeiro City Hall
- 2015** **The Achievement Power of Creative Minds,**
Superlab Sessions, SuperUber
- 2015** **Itaú Entrepreneurial Woman,** Creative Economy Café
- 2015** **Design and Place Branding, Lapalê,** Arcos da Lapa, Rio de Janeiro
- 2014** **CineDesign - with “Urbanized”, doc by Gary Hustwit**
MAM Cinemateque
- 2013** **MapinLab, at IESAN - Institute of Amazon Higher Studies,** Belém - PA
- 2013** **The Paths of Graphic Design,**
Design Week, SENAC
- 2013** **Panel: Design - Experimentation, Transformation and Connectivity**
Design Week, SENAC
- 2013** **To be a Designer, Triângulo,** Comuna
- 2012** **Building a Portfolio,** ESPM
- 2011** **Design Market, Carioca Design Center**
Rio de Janeiro City Hall
- 2011** - **Design Office Dynamics**
- **Associativism**
- **Design Business or Business Design?**
- **Portfolio**
NDesign, PUC-Rio
- 2010** **Sectorial Meeting - Entrepreneurship in the Creative Economy,** Carioca Design Center
Rio de Janeiro City Hall

EXHIBITIONS

- 2013** **10ª Graphic Design Biennial de Design - ADG-Brasil**
[Brazilian Graphic Designers Association]
Award “Promo” category - SP
- 2009** **Vivo Expo Surf**
Invited to create a surfboard artwork
Pepê’s Beach - Janeiro e fevereiro, 2009 - RJ
- 2009** **9ª Graphic Design Biennial de Design - ADG-Brasil**
[Brazilian Graphic Designers Association]
Award “Synthetic Communication” category - SP
- 2006** **9ª Graphic Design Biennial de Design - ADG-Brasil**
[Brazilian Graphic Designers Association]
Award “Identity Design, Brands” category - SP

PUBLICATIONS

- 2024** **Design and art: Territories of (re)conciliation in the production of subjectivity**
Master’s Thesis - PUC-Rio - April 12th
Maxwell Library / PUC-Rio
<https://www.maxwell.vrac.puc-rio.br/66839/66839.PDF>
- 2024** **Design, utility and subjectivity: reflections on possible consensuses**
Arcos Design Magazine - UERJ - July 19th
<https://www.e-publicacoes.uerj.br/arcosdesign/article/view/80619/50718>

PARTICIPATION AS JURY

- 2015** **11ª Graphic Design Biennial de Design - ADG-Brasil**
[Brazilian Graphic Designers Association]
- 2013** **CLAP / ForoAlfa - Awards Internacionales de Diseño,**
Branding y Comunicación
- 2012** **1st Contest “Rio em Cartaz”**
Carioca Design Center,
Rio de Janeiro City Hall
- 2012** **Contest for Carioca Design Center Brand**
Rio de Janeiro City Hall
- 2005 /2004** **Allegories and Props,**
Carnaval at Rio de Janeiro
Rio de Janeiro City Hall

VOLUNTEERING AND COLLABORATION

- 2025 /2024** **Sea Shepherd Brasil [volunteer designer]**
The Sea Shepherd Conservation Society is a non-profit organization, focused on the conservation of marine beings, founded by Paul Watson
- 2020 /2017** **Consultant [supporter]**
Cooks of Tomorrow [Cozinheiros do Amanhã]
A social and creative project from restaurant Fazenda Culinária, at [Museum of Tomorrow](#)
- 2014** **Competition for the Rio 450 Years brand**
Rio de Janeiro City Hall
- 2013** **Competition for the Brand**
Olympic and Paralympic Mascot, [COB](#)
- 2013** **Competition for São Luiz (MA) touristic brand**
Centro Carioca de Design
Rio de Janeiro City Hall

COURSES AND WORKSHOPS

- 2024** **Workshop IA LAB**
With Marcelo Kimura e Ruan Braz
- 2022/2023** **Master Investor**
With Eduardo Moreira
- 2020** **Abstractionisms**
With AnnaBella Geiger and Fernando Cochiaralle
EAV Parque Lage
- 2020/2017** **Violin, Piano e Musical Theory**
Villa-Lobos Music School
- 2019** **Workshop Living Design - Biotechnology + food, culture, tradition and autonomy**
With Giulia Tomasello e Francesca Sarti
Carioca Design Center / ESDI
- 2019** **Produt Circular Design Circular Workshop**
Casa Firjan, with Pieter Van Os - **CIRCO**
Sewing [Private]
- 2018** **Creative Programming**
Processing, Arduino, SuperCollider
EAV Parque Lage, com o professor Magno
Electronic Sounds Factory
UniRio Music School
- 2017** **Workshop Re-Use of Historical Heritage**
With Paul Meurs and Rio Heritage of
Humanity Institute
- 2012** **Business Model Generation** [99 Canvas]
Rio Design Industry Seminar [Firjan]
- 2011** **Design Thinking** [ESPM, with Rique Nietzsche]
- 2008** **The Creative Process**
With Charles Watson 3 weeks of immersion
- 2007** **Adobe Premiere** [Senac]
- 2006** **After Effects** [Senac]
Tipocracia [ESPM, with Henrique Nardi]
- 2005** **Pintura** [EAV Parque Lage, with Chico Cunha]
- 2001** **Escultura** [Maria Tereza Vieira Art Center
with Paulo and Moema Branquinho / Scholarship]
- 2000** **Alemão** [Goethe Institut - 6 months]
- 1998** **Assistant director**
Fundação Progresso, with Walter Lima Jr.
Film Production and Direction
Fundação Progresso, with Luiz Carlos Lacerda
- 1997** **Polyester Resin**
Adaptation, creation and production for Cinema and TV
Black and White Photography [Estácio]

COURSES AND WORKSHOPS [CONTINUATION]

- 1993** **Silk-Screen Techniques**
Faculdade da Cidade, with Claudio Attademo
- 1993/1992** **Human Figure Drawing, Watercolor Techniques, Artwork Techniques, Brand and Logo Techniques, Layout Techniques, Drawing Instrumentation, Advertising Design** [SENAC]
- 1983** **Porcelain painting** [Private]
- 1990/1982** **Piano** [Private]

LANGUAGES SKILLS

- Portuguese** native
English fluent
French good comprehension [reading and listening]
Spanish good comprehension [reading and listening]
Irish curious

SOFTWARES SKILLS

- Apple Macintosh user**
- Adobe Creative**
InDesign
Photoshop
Illustrator
Acrobat Pro
Firefly
- Office**
Word
Excel
Power Point
- Keynote**
Pages
Google Workspace
Trello
Movavi Video Editor

OTHER SKILLS

- Printing Production** (offset / digital)
Design Thinking and Doing
Logistics and systematic organization
Production
Crafting
Drawing
Sculpting
Photography
DJing
Cooking
and others

INTERESTS

Art, graphic design, product design, branding, culture, history, education, typography, music, violin/fiddle, piano, movies, literature, posters, museums, stationery, innovation, papers, creativity, illustration, sculpture, celtic culture, Ireland, irish language, circular design, linguistics, photography, communication, luthiery, woodwork, set design, architecture, technology, sci-fi, archeology, philosophy, folklore, new media, trends, electronic, robotics, future, sustentability, animals, plants, UX, UI, beer, wine, trips, not necessarily in this order.

USEFUL LINKS

Chris Lima [portfolio] www.chrislima.com.br

EvolutivaEstudio www.evolutivaestudio.com.br

LinkedIn www.linkedin.com/in/chris-lima

Lattes CNPQ <http://lattes.cnpq.br/7923066579070890>

Indio da Costa www.indiodacosta.com

Grupo Estação www.grupoestacao.com.br

SuperUber www.superuber.com

EAV Parque Lage www.eavparquelage.rj.gov.br

IED www.ied.edu.br


Centro Carioca de Design www.rio.rj.gov.br/web/irph/ccd

ADG [Associação dos Designers Gráficos do Brasil] www.adg.org.br

Cow International Design Festival www.cow.com.ua

NDesign www.designbrasil.org.br/design-em-acao/n-design/

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Christiana Costa Lima da Rocha

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