

Portfolio www.chrislima.com.br

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

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

+55 21 98225-8152 

chris@chrislima.com.br 

SUMMARY

Designer, Art Director, Consultant and Researcher, working across strategy and creative direction, bridging professional practice, culture and education. Leads and develops design, communication and brand-building projects, with a consolidated trajectory across cultural, educational and institutional contexts in Brazil and internationally.

MA in Arts and Design (PUC-Rio) and MBA in Branding, experienced in creative leadership, consultancy, teaching, multidisciplinary design management and brand stewardship.

KEY SKILLS

- Brand Strategy & Creative Direction
- Art Direction & Creative Projects
- Design Advisory & Brand Stewardship
- Brand Building & Positioning
- Identity and Communication Systems
- Content Curation & Cultural Projects
- Team Leadership & Institutional Articulation
- Teaching, Mentoring & Research in Design

RESEARCH

MA in Arts and Design (2022–2024) — Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

Research on the relationship between design and art as a field of subjectivity production and transformation of ways of seeing.

Developed at L.I.N.D.A — Interdisciplinary Laboratory for Nature, Design and Art, PUC-Rio.

Full dissertation abstract available upon request.

EXPERIENCE

PARTNER & CREATIVE DIRECTOR

Evolutiva Estudio / Chris Lima | Rio de Janeiro

2002–present

As partner and creative director of Evolutiva Estudio since 2002, led design and communication projects integrating strategic thinking and visual language. In 2021, Evolutiva evolved into a design objects brand — now a parallel project — while her practice focuses on projects led under her own name, independently or as an invited collaborator.

ART DIRECTOR

SuperUber | Rio de Janeiro

2016–2025

Art direction and team leadership in large-scale exhibitions and immersive experiences, integrating art, technology, architecture and design.

GRAPHIC DESIGN COORDINATOR & ART DIRECTOR

Indio da Costa A.U.D.T. | Rio de Janeiro

2023–2025

Design coordination and art direction in place branding projects, including brand creation and identity system development. Work across audiovisual and editorial projects, ensuring visual coherence and conceptual alignment in multidisciplinary contexts.

INDEPENDENT RESEARCHER | MA IN ARTS AND DESIGN

L.I.N.D.A — Interdisciplinary Laboratory for Nature, Design and Art | PUC-Rio | Rio de Janeiro

2022–2025

Research in design and art developed within the context of the MA, focusing on experimental practices and critical reflection on language, experience and the production of subjectivity, with a published journal article.

ART DIRECTOR & COMMUNICATION AND DESIGN COORDINATOR

Grupo Estação | Rio de Janeiro

2021–2025

Art direction and coordination of visual communication across cultural, audiovisual and institutional projects.

INDEPENDENT CONSULTANT

“Museu Nacional Vive” Project - UNESCO | Brazil

2021–2023

Consultancy and project execution in institutional initiatives focused on culture, education and social impact.

DESIGN AND COMMUNICATION COORDINATOR

EAV Parque Lage | Rio de Janeiro

2020–2021

Coordination of design and communication strategies, including brand management and campaign development.

LECTURER & CONTENT ADVISOR

IED - Istituto Europeo Di Design | Rio de Janeiro

2017–2019

Teaching and consultancy in branding, communication and editorial projects.

BOARD MEMBER | ADG BRASIL - BRAZILIAN GRAPHIC DESIGN ASSOCIATION

2017–2019

Served two terms on the board, contributing to institutional and curatorial activities.

Previous experience

1990–2019

Work across graphic design, advertising, cultural production, audiovisual and editorial projects, including participation in juries, lectures, exhibitions and collaborative initiatives.

PROJECTS (SELECTED)

- **Indio da Costa A.U.D.T.** — brand development (place branding)
- **Museu Nacional** — exhibition identity
- **Casa Firjan** — art direction for opening exhibitions
- **Anima Mundi International Festival** — identity and design management
- **Biblioteca Nacional** — exhibition identity
- **Earth from Above** — Yann Arthus-Bertrand — exhibition identity and design management
- **Viva! FarmHouse** (Alentejo, Portugal) — brand development and identity
- **Frost Museum of Science** (Miami, USA) — art direction for interactive installations

EDUCATION

MA in Arts and Design — PUC-Rio

MBA in Branding — Universidade Rio Branco (with international module at Brunel University, London, UK)

BA in Industrial Design (Graphic Design) — UniCarioca

BA in Social Communication (Advertising) — FACHA

+ Additional training in design, branding, AI, creativity, culture and art

PUBLICATIONS (SELECTED)

- **Design and Art: Territories of (Re)conciliation in the Production of Subjectivity** — MA Dissertation, PUC-Rio, 2024
- **Design, Utility and Subjectivity: Reflections on Possible Consensus** — Arcos Design Journal (UERJ), 2024

AWARDS (SELECTED)

ADG Brazilian Graphic Design Biennial — Brazil (3 editions)

COW International Design Festival — 1st and 2nd place — Ukraine

Werner Klatt Award for Graphic Excellence — Brazil

CBTIJ Theatre Award Nomination — Brazil

INSTITUTIONAL PARTICIPATION (SELECTED)

- Jury member — ADG Brazilian Graphic Design Biennial
- Lectures and panels at institutions including Federal University of Rio de Janeiro (UFRJ), SENAC and ESPM - School of Advertising and Marketing

LANGUAGES

Portuguese (native)

English (fluent)

French and Spanish (reading and comprehension)