DHIEGO
DAMM

CREATIVE DESIGN

VISUAL IDENTITY FOR

business events

CI&T **Biz Impact**

Description: *CI&T Biz Impact is an initiative and event series tailored for executives, focused on Digital Transformation strategies, Artificial Intelligence, and business-driven technological innovation.*

My role: *Event key visual development, external visual launch campaign, broadcasting asset creation in collaboration with the video production team, agency oversight for digital asset scaling, and the design of print communications, event branding, and onsite signage.*

Skills: *Strategic design, graphic design, digital design, video editing, motion graphics, and agency management.*


CI&T
BIZ IMPACT
EDIÇÃO BRASIL



FUTURO

A forma como fizemos e construímos negócios nos últimos anos mudou para sempre o **presente e o futuro das pessoas,** *acelerando a transformação e digitalização* em todos os setores de mercado.

As **redes** e **conexões** que estabelecemos, não somente otimizam processos e a forma de nos relacionarmos com as marcas, mas também **escrevem o futuro em esferas estratégicas**.


CONECTANDO
NEGÓCIOS
DO *AMANHÃ*

linkedin carrousel







AI
lighthouse
awards

Description: *Held in celebration of CI&T's 30th anniversary and in partnership with Fundação Dom Cabral (FDC), the AI Lighthouse Awards is an exclusive ceremony and event for corporate leadership, aimed at recognizing major Brazilian companies that stand out for their responsible, innovative, and transformative use of Artificial Intelligence (AI) in governance, culture, and scale.*

My role: *Event key visual, external visual launch campaign, creation of broadcast assets alongside the broadcasting team, partner agency supervision for campaign derivative digital assets, creation of print communication, event branding, and signage, as well as monitoring the application of the KV in the scenography production by the production partner agency.*

Skills: *Strategic creation, graphic design, digital design, video editing, motion graphics, and partner agency management.*

AI LIGHTHOUSE AWARDS

ENTERPRISE EDITION

Realização: Fundação Dom Cabral

Iniciativa: CI&T

WATCH VIDEO


10 DE OUTUBRO
O tempo para entrar nessa seleção inédita está acabando.
Realização:
FDC Fundação Dom Cabral
Iniciativa:
CI&T


AI
LIGHTHOUSE
AWARDS
BEM-VINDOS


AI
LIGHTHOUSE
AWARDS
ENTERPRISE EDITION
FDC
CI&T


AI
LIGHTHOUSE
AWARDS


AI
LIGHTHOUSE
AWARDS
ENTERPRISE EDITION
FDC
CI&T

B2B

communication initiatives

segmented **industry e-books**

Description: *An initiative focused on specific industries to accelerate their physical and digital business journeys, driving operational efficiency and exceptional customer experiences. The strategy included creating studies and e-books tailored for the retail, healthcare, and education sectors.*

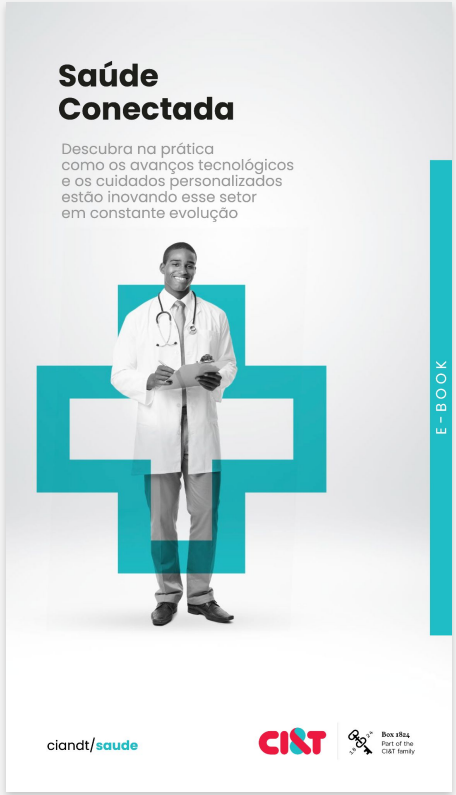
My role: *Creation of the entire visual identity for the e-books and campaigns, development of landing pages for the campaigns, and creation of ads for LinkedIn Ads.*

Skills: *Graphic design, landing page creation, and social media ad assets.*

retail



health



education



editorial **design**

example



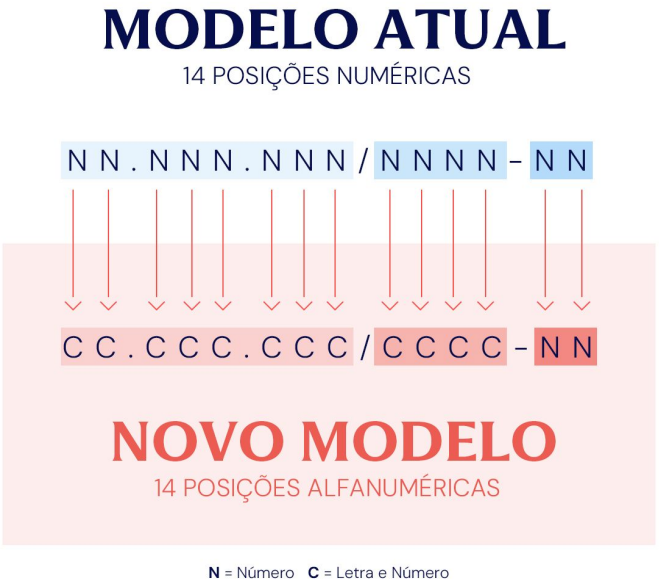
CI&T

b2b campaigns

new **alphanumeric CNPJ**

Description: *This CI&T service is a technology migration and consulting solution designed to help companies comply with the new alphanumeric CNPJ format mandated by the Brazilian Federal Revenue starting July 2026. Leveraging artificial intelligence through their CI&T FLOW platform, the company automates and accelerates updates across source code, databases, API integrations, and user interfaces (front-end), ensuring that corporations' entire digital infrastructure and billing systems continue to operate seamlessly after the regulatory transition.*

Challenge: *To transform an extremely technical, dry regulatory topic—focused on the transition to the new alphanumeric CNPJ format and how Serasa automates this process—into an engaging and highly commercial campaign,*
I sought a ***strong visual hook. Inspired by the alphanumeric nature of the new code (mixing letters and numbers),*** *I drew a conceptual parallel to the iconic cascading source code from the movie Matrix.*



*Based on this idea, I developed a **distinct background texture and graphic pattern using repeating alphanumeric sequences**, establishing a powerful and dynamic visual theme applied consistently across the entire campaign.*



CI&T

TRANSIÇÃO DO CNPJ & CONTINUIDADE DO NEGÓCIO

SAIBA MAIS



ACCESS SITE


CI&T
Serviços
Insights
Indústrias
Nosso Trabalho
Sobre
Carreiras
Investidores
Contato
LIDERE A MUDANÇA COM IA PARA O NOVO CNPJ
Adequação do modelo de CNPJ alfanumérico nacional
A partir de julho de 2026, entra em vigor um novo formato do CNPJ alfanumérico, uma instrução normativa de nº 2.229/2024, criada pela Receita Federal, que inclui letras e números aos CNPJs criados a partir da data de sua implementação.
MODELO ATUAL
14 POSIÇÕES NUMÉRICAS
12.345.678/9101-12

These additional studies focus on the core concept of "Transition," *visually mapping the evolution from legacy, outdated systems to a robust and contemporary infrastructure.*

By contrasting fragmented, "noisy" textures representing the past with solid, clean-cut geometric forms, the design positions the alphanumeric CNPJ shift as a strategic leap toward a more sophisticated and future-proof digital landscape.





*here are some **extra b2b ads** =)*



younder



CI&T



CI&T | Flow

B2B BRAND DESIGN

younder

rebranding **younder ed tech**

Description: *Younder is an EdTech company leader in technical training and corporate fleet management, focusing on mobility, road safety, and digital learning solutions. The rebranding project was designed to modernize the brand's visual ecosystem, aligning it with a tech-driven, human-centered approach, and matching a newly structured tone of voice and market positioning.*

My role: *Collaborated directly with Younder's marketing department to transform the brand's visual identity. Developed the new logo, comprehensive brandbook (including typography, iconography, and mood boards), defined the core visual tone, and establishedguidelines for advertising assets and marketing materials to ensure a deep visual purpose across all touchpoints.*

Skills: *Brand identity, logo design, brandbook creation, typography, iconography development, and art direction.*

logic ***behind the concept***



logic ***behind the concept***



Uma síntese gráfica



Um **elemento proprietário**

logic ***behind the concept***

younder

logic ***behind the concept***

younder

Visual tone mood board

for communication assets



iconography



corporate

communication

asset example



SEE BRANDBOOK

EDITORIAL DESIGN

smart frontiers

smart frontiers book

Description: *Smart Frontiers is a book and a real-world experiment in advanced human-AI collaboration. The project was developed through an intensive process involving 18 specialized AI agents and over 50 structured debates to explore the intersections of Artificial Intelligence, data, and human destiny. Rather than just discussing the future of AI, the book was actively built with it, merging high-level technology with human strategic and artistic execution.*

My role: *Active participation from the ground up in the debate groups alongside the AI agents, leading the visual planning, cover design, and full-page typesetting and editorial layout. Acted as the core human artistic execution in the "AI + Human" synergy, ensuring visual cohesion and editorial excellence for the entire publication (excluding only the AI-generated images at the beginning of each chapter).*

:

Skills: *Editorial design, visual planning, book layout & typesetting, cover design, and human-AI collaborative workflows.*

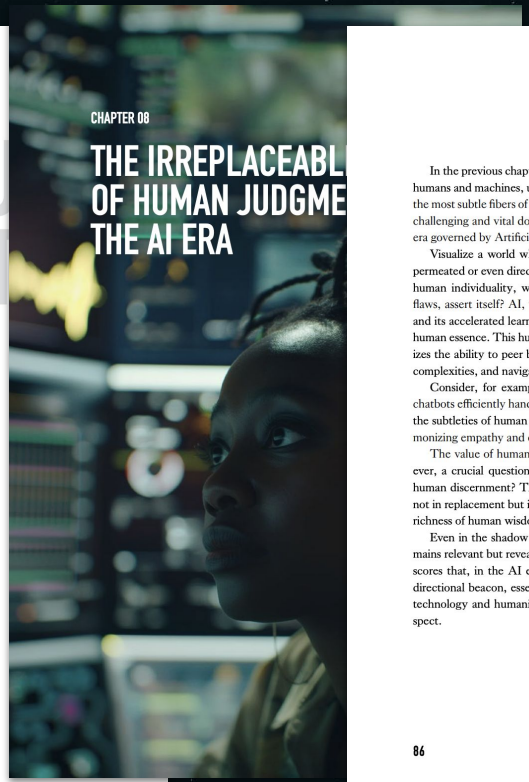

SMART
FRONTIERS
Exploring the Convergence between AI, Data, and Human Destiny
GABRIEL MAROSTEGAM

ACCESS BOOK

HUMANJ
DGMENT
THEKEY

In the silence of lights, human eyes watch,
Deciphering the code woven by machines.
Between pulses of data and digital whispers,
It is the human touch that charts the true path.

Under the glow of monitors, wisdom unfolds,
Merging fiber and feeling in a sacred bond.
In this dance of bytes and heartbeats,
Human judgment is the key to eternal truth.



CHAPTER 08

THE IRREPLACEABL
OF HUMAN JUDGME
THE AI ERA

In the previous chapter, we delved into the intricat
humans and machines, unraveling the delicate intertw
the most subtle fibers of our daily existence. Now, we
challenging and vital domain: the role and influence
era governed by Artificial Intelligence.

Visualize a world where every choice, from the
permeated or even directed by algorithms and AI. In
human individuality, with its spectrum of nuances,
flaws, assert itself? AI, with its prowess in manipulat
and its accelerated learning capacity, faces a crucial
human essence. This human element transcends mere
izes the ability to peer beyond mere data, decipherin
complexities, and navigating the labyrinth of human

Consider, for example, the realm of customer s
chatbots efficiently handle basic demands, they still st
the subtleties of human feelings, a sphere where hum
monizing empathy and efficacy.

The value of human judgment intensifies in a dat
ever, a crucial question arises: should, or even coul
human discernment? The unfolding reality demonstr
not in replacement but in the symbiosis between algo
richness of human wisdom, as evidenced in the previ

Even in the shadow of rising automation, the hu
mains relevant but reveals itself as fundamental. This
scores that, in the AI era, human judgment is not
directional beacon, essential for illuminating the path
technology and humanity coexist in a symmetry of
spect.

damental. These principles ensure that the strategy not only meets current technical and ethical standards but is also prepared for future challenges, establishing a foundation for sustainable growth and continuous innovation.

Delving into each of these aspects reveals the complexity and richness of a well-crafted data and AI strategy. It is not merely about adopting the latest AI innovation, but about weaving it into the organization's purpose and strategy in a way that governance, infrastructure, talent, and culture are aligned to support this transformation. Through these practices, companies not only capitalize on the potential of data and AI to drive growth and innovation but also ensure that their AI initiatives are sustainable, ethical, and aligned with the organization's long-term visions.



EXPLORING DIVERSE AI IMPLEMENTATION STRATEGIES

At the core of the current digital revolution, the adoption and implementation of Artificial Intelligence and data analytics by organizations unfold into a variety of strategies, each tailored to fit perfectly with the unique peculiarities and objectives of a company. The choice of the ideal strategy transcends mere technical selection; it is the heart of innovation and the foundation of future success. Below, we delve deeper into these strategies, uncovering the richness and complexity of each approach:

- ***Data-Driven Strategy***
  This strategy positions data as the primary strategic asset, driving all

corporate

design system

CI&T visual system

Description: *A strategic LATAM Marketing initiative to scale visual consistency. Based on internal demands, competitor benchmarks, and brandbook analysis, the design system evolved into three scalable communication territories (Insights, Solutions, and Impact) mapped directly to the brand's core geometric shapes.*

My role: *Creative and strategic lead. Responsible for synthesizing cross-functional insights, structuring the system's rationale, and defining the visual logic. Developed the creative concept and Key Visual direction, while fostering global collaboration with regional design teams to ensure seamless daily scalability.*

Skills: *Creative leadership, design ops, design system strategy, brand architecture, benchmarking, and cross-regional collaboration.*

System principle:
organize design by communication type.

- Not by channel
- Not by format
- But by content narrative

01 INSIGHTS Insights & Knowledge

02 SOLUTIONS Solutions & Capabilities

03 IMPACT Impact & Results

INSIGHTS

Insights &
Knowledge

SOLUTIONS

Solutions &
Capabilities

IMPACT

Impact
& Results

CI&T

INSIGHTS

- Articles (blog / LinkedIn)
- White papers
- Researches
- Reports
- Market Studies
- Trends
- Specialist Insights
- Educational content
- Webinars
- Editorial materials

SOLUTIONS

- Offers and services
- Solutions
- Capabilities
- Technology and platforms
- Methodologies
- Digital Products
- Ads
- Sales decks
- Conversion landing pages
- Commercial materials

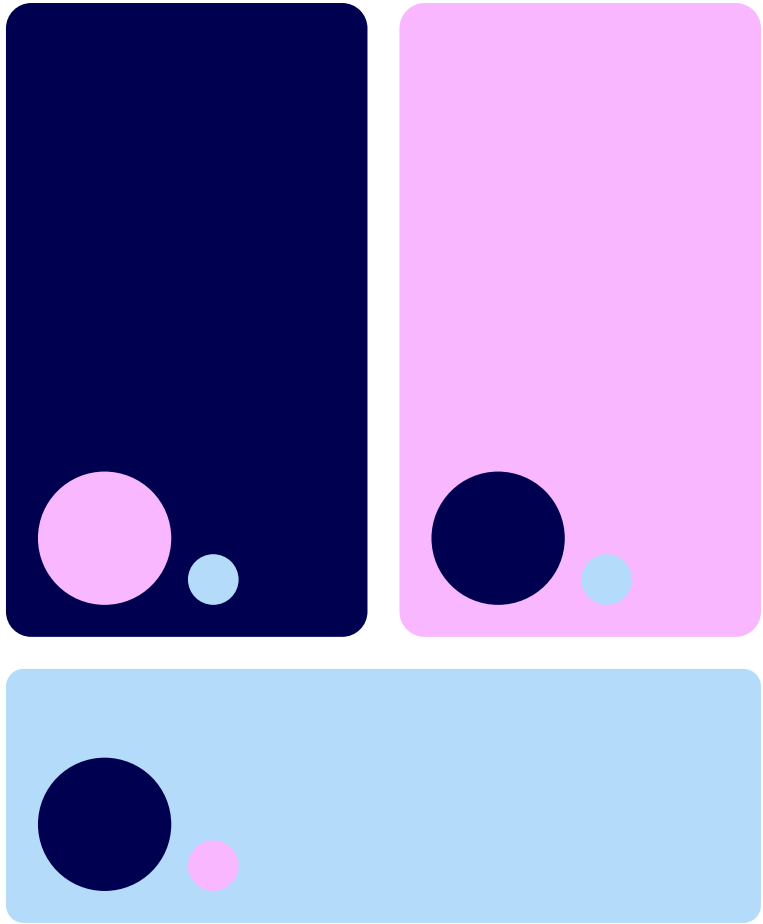
IMPACT

presença e resultados

- Events
- Brindes e ativações
- Presença em feiras
- PR
- Podcast
- Client Cases
- Awards
- Partnerships
- Institutional ads

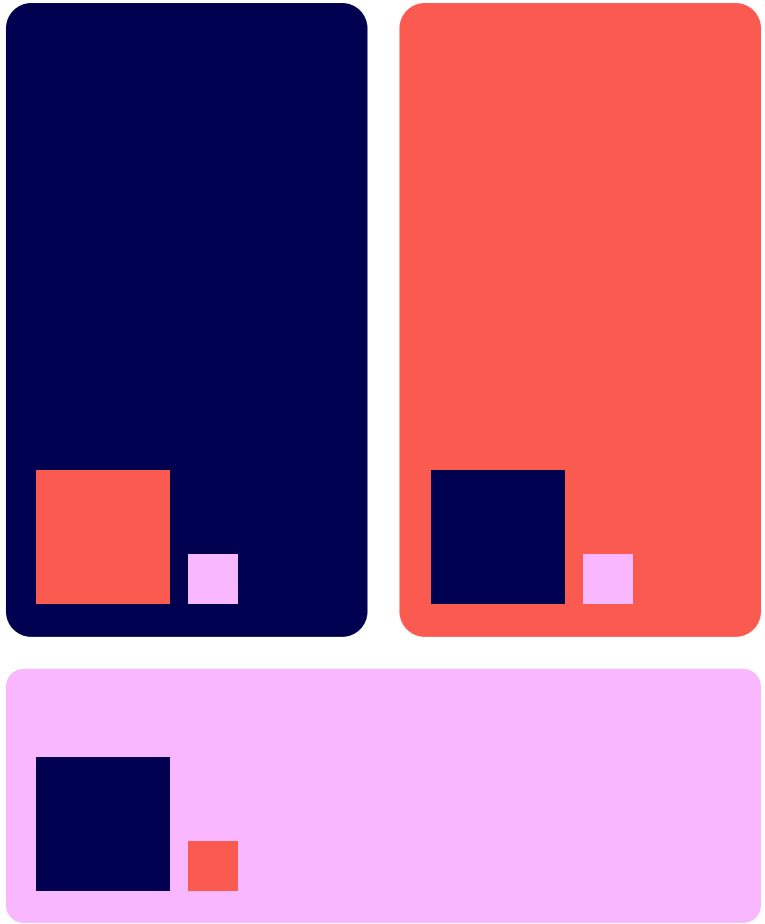
INSIGHTS

color palette



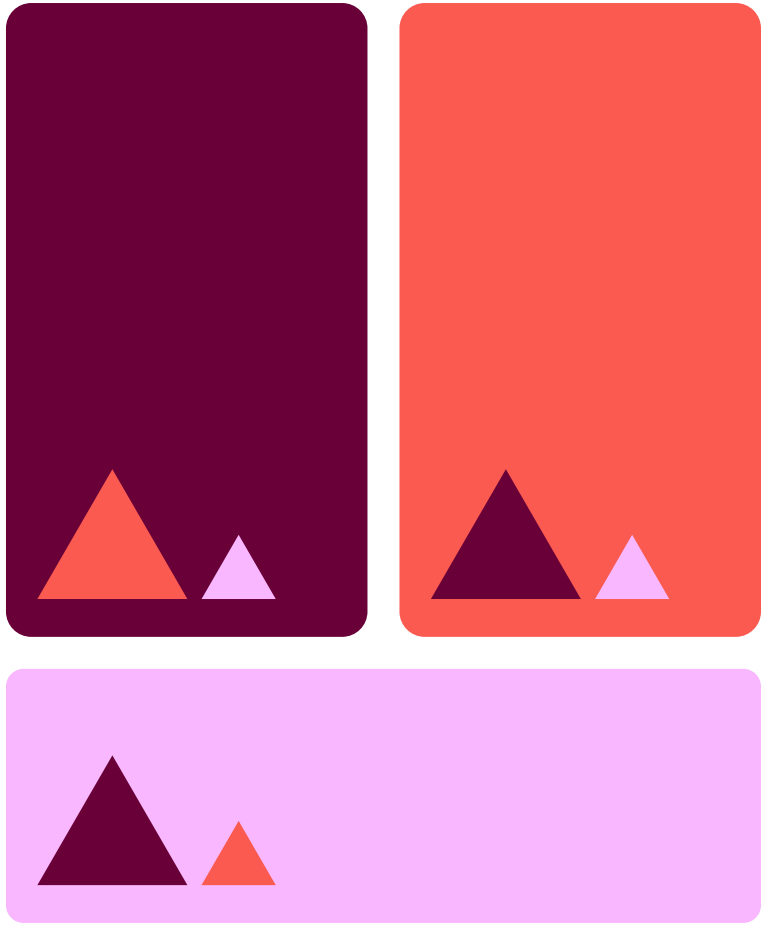
SOLUTIONS

color palette



IMPACT

color palette



INSIGHTS



CI&T

O FUTURO DO BUSINESS É TECH & O FUTURO DO TECH É BUSINESS.

SOLUTIONS



CI&T

O FUTURO DO BUSINESS É TECH & O FUTURO DO TECH É BUSINESS.

IMPACT



CI&T

O FUTURO DO BUSINESS É TECH & O FUTURO DO TECH É BUSINESS.

Layers of application: **a sustainable system**

- **Hero:** high impact (complex)
- **Intermediate:** relevant communication
- **Operational:** recurring production

	Insights	Solutions	Impact
Hero high impact (complex)			
Intermediate relevant communication			
Operational recurring production			

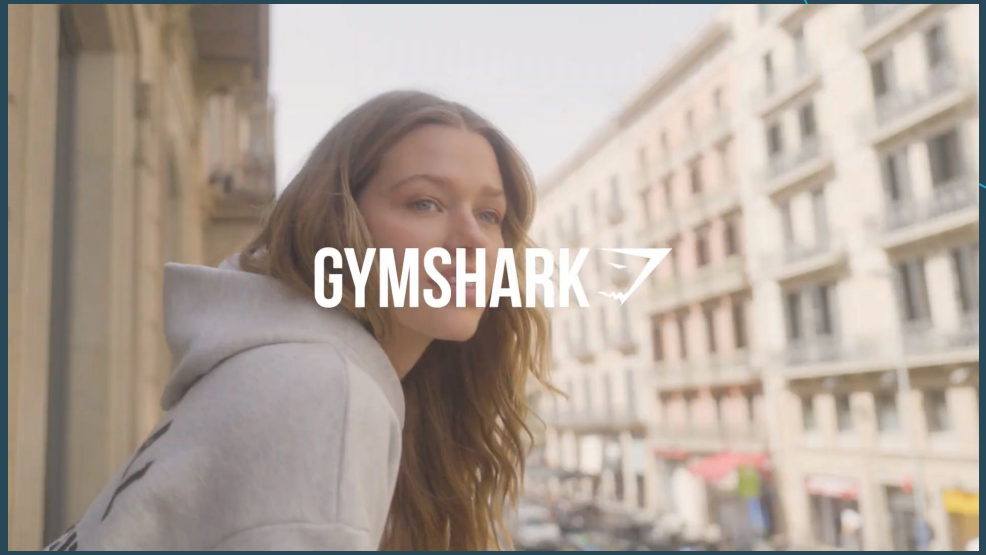
video *editing*

Gymshark

Description: *Video editing for a women's athletic wear collection launch, filmed on location in Barcelona.*

Tools: *Adobe Premiere Pro, After Effects.*

WATCH VIDEO



videoedit

CI&T at Web Summit - After Movie

Description: *Post-production and motion graphics focused on creating a bold, typographic visual style that conveys confidence.*

Tools: *Adobe Premiere Pro, After Effects.*

WATCH VIDEO



video edit

CI&T at Febraban Tech

Description: *Vertical "reels-style" after movie featuring fast-paced editing and custom motion typography.*

Tools: *Adobe Premiere Pro, After Effects.*

WATCH VIDEO

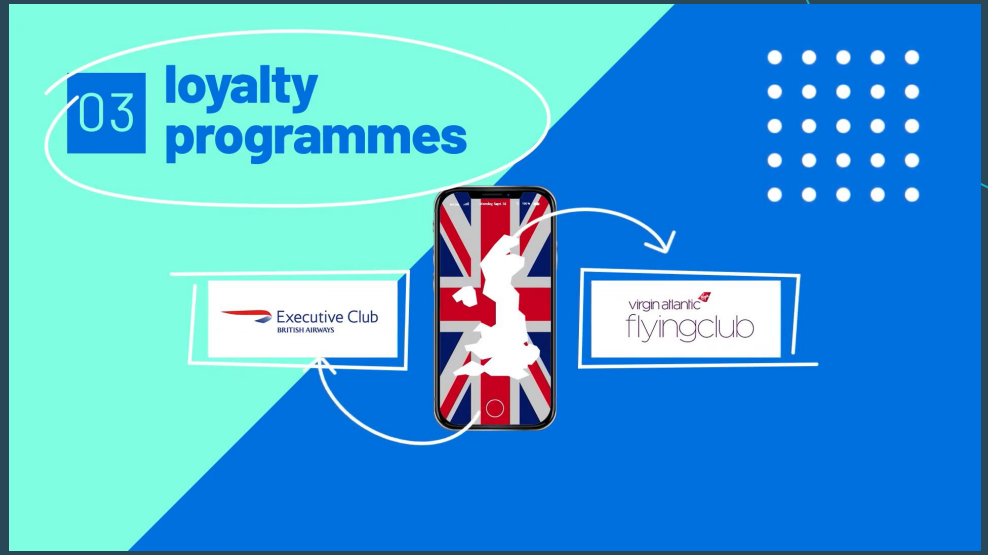


video edit

The Points Guy UK
Beginner's Guide

Video editing and motion graphics for "The Beginner's Guide" series, focusing on educational travel and finance content for YouTube.

WATCH VIDEO



videoedit

VISUAL IDENTITY FOR

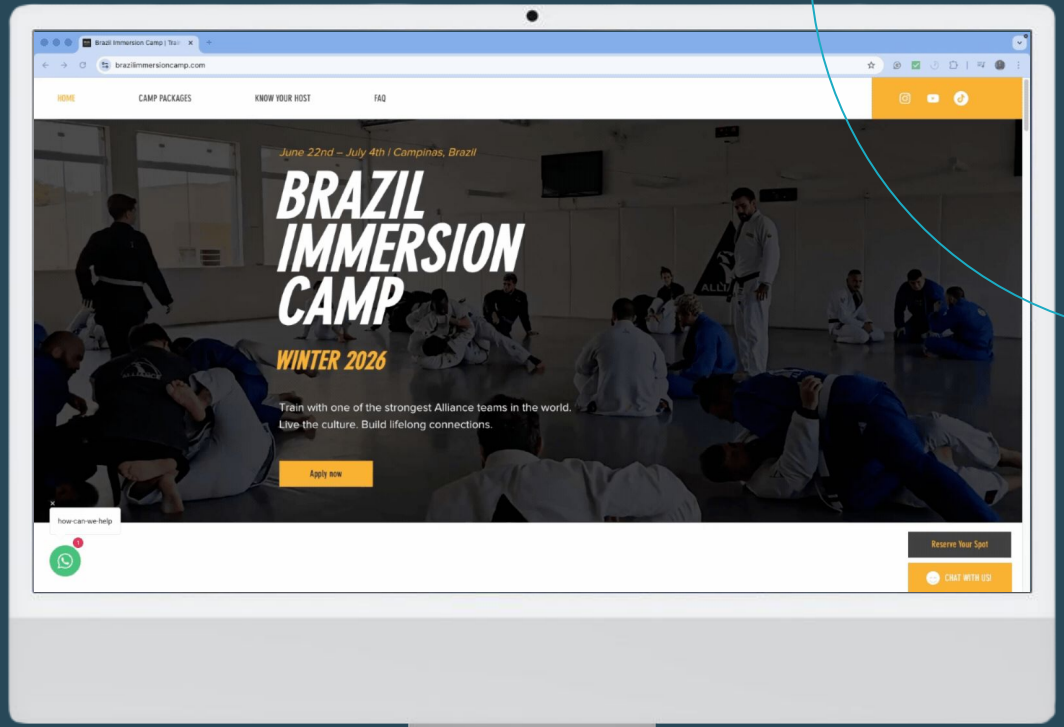
websites

Brazil Immersion Camp

Description: *Landing page for a 2-week Jiu-Jitsu immersion in Brazil, designed to attract and convert students from the United States.*

Tools: *Wix, UX Design, Graphic Design.*

Access Site →



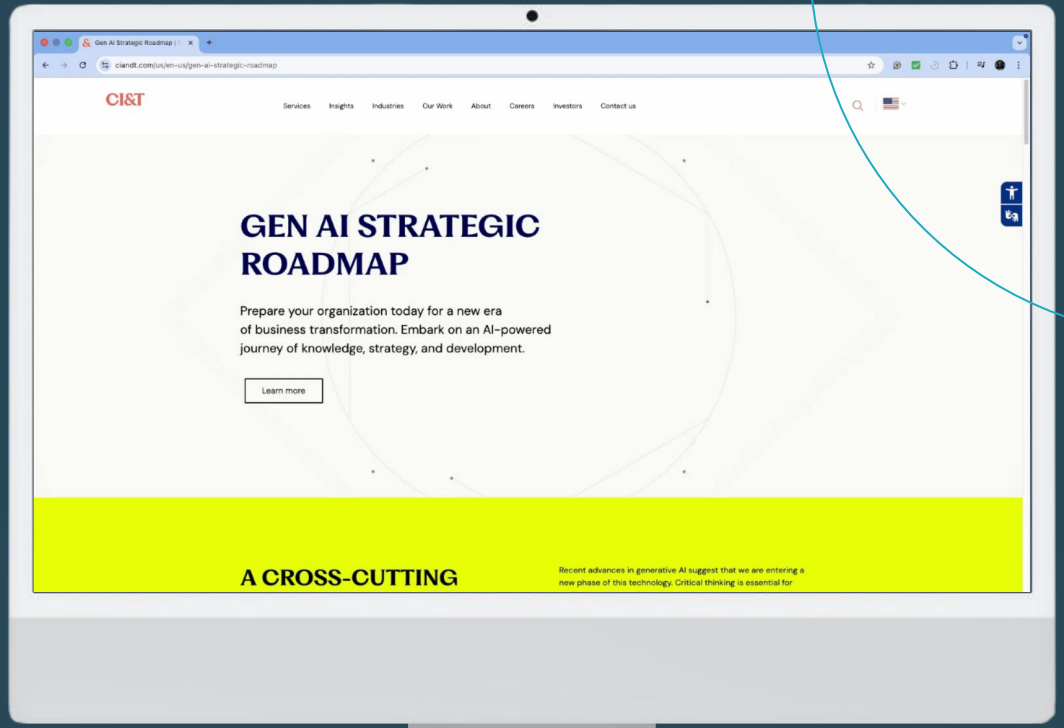
websites

Gen AI Strategic Roadmap

Description: *Corporate landing page for a generative AI consulting offer focused on business transformation.*

Tools: *Drupal, UI Design.*

Access Site →



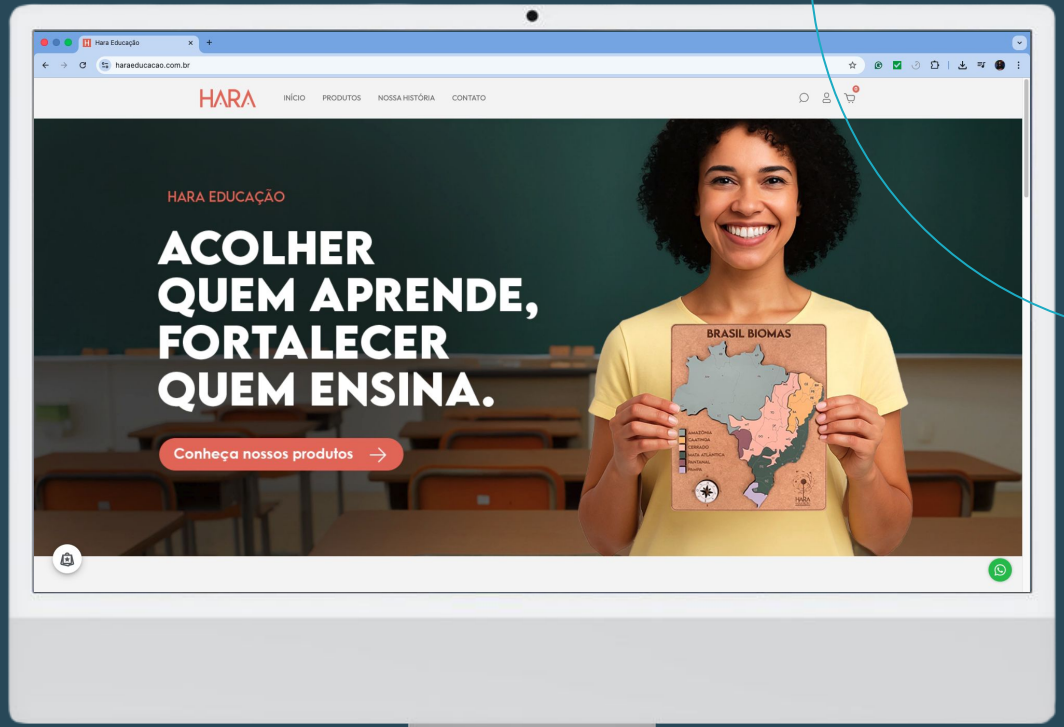
websites

Hara Educação

Description: *Full visual identity development and e-commerce platform creation for educational materials.*

Tools: *Nuvemshop, Branding.*

Access Site →



websites

DHIEGO
DAMM

THANK YOU