



Glazione Rocha

Brand Creative Director/Design Director for fashion & lifestyle brands.

Berlin, Germany

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Languages

English (Fluent)

Spanish (Fluent)

Portuguese (Native)

German (Basic)

French (Basic)

About

I'm a brand creative blurring the lines between fashion advertising & social media activations, with a focus on brand creative direction and design for editorial content and brand campaigns.

Fifteen years of experience in the creative industry and five in leadership allowed me to concept, design, and execute global campaigns and digital activations for brands like Mango, Zalando & NA-KD Fashion.

Specialist in Fashion Digital Campaigns for brand awareness and customer acquisition.

BRANDS WORKED WITH

BBDO Worldwide

Grey Group

McCann Worldgroup

NA-KD.com

Saatchi & Saatchi

Zalando

Experience



Senior Art Director

Zalando | Mar 2018 - Now

At Zalando, I work as Art Director & Design lead creating socially-driven fashion campaigns that consumers love to engage with. My key responsibilities are leading our team in developing creative concepts and visual imagery for seasonal campaigns, exploring content in innovative channels, and guiding the visual production of e-commerce content.



Senior Art Director

Saatchi & Saatchi | Jul 2014 - Feb 2018

At Saatchi Germany, I worked as an Art Director specializing in e-commerce for Beoplay, the Headphone division of Bang & Olufsen. My contribution was to re-conceptualize the content for their german e-commerce website from BtoB to BtoC. I was responsible for reworking all the website still life photography and producing video demos for e-commerce & social media.



Digital Art Director

Grey Group | Mar 2012 - Jun 2014

I was part of the digital team responsible for brands like Mango, creating digital concepts, art direction, Webdesign, and social media content for the EMEA region. I was also responsible for Mango's global website launch's style guide and design system.



Art Director

McCann Worldgroup | Feb 2010 - Feb 2012

As an Art Director at McCann Bucharest, I was part of the regional team of Coca-Cola & Vodafone. My responsibility was to conceptualize and execute 360 campaigns & oversee the digital content hub.



Art Director

BBDO Worldwide | Jan 2009 - Jan 2010

I joined BBDO Bucharest as part of the creative team for Pepsi, supporting the Pepsi campaign for the 2010 football world cup. My contribution as an art director was to conceptualize digital content and rework Pepsi's visual website for the event.



- **Junior Art Director**

Saatchi & Saatchi | Jan 2006 - Nov 2008

I started my career as a junior Art Director at Saatchi & Saatchi São Paulo, where I was part of the creative team for Nike, supporting the launch of Nike Running in Brazil. As an art director assistant, my contributions were on studio shootings, retouch briefings, and digital designs for Nike's e-commerce store.



- **Head of Creative Communication**

NA-KD.com | Apr 2022 - Now

I currently lead a team of 12 creatives; art directors, digital designers, motion designers, copywriters, and front-end developers in concepting, executing, and implementing 360° cross-channel fashion campaigns.

Education & Training

2020 - 2020 ● **Central Saint Martins - University of the Arts London**
Fashion Art Direction & Styling, Fashion & Photography

2019 - 2019 ● **Future London Academy**
Digital Design & UX, Digital Design / Technology

2013 - 2013 ● **BAU**
Motion Design, Design

2001 - 2005 ● **ESPM Rio**
BA Hons Advertising & Design, Communication & Design