

Vitor Siravenha

Creative Director · Brand & Product Design

EU citizen (Portuguese) — no sponsorship needed in the EU/EEA Porto, Portugal · CET Fully remote since 2022
siravenha@gmail.com +351 924 017 340 siravenha.com linkedin.com/in/siravenha

Fifteen years turning business problems into visual systems — then making those systems survive hundreds of executions, dozens of markets and everybody's opinion. Three years on the Xbox design team remote from Portugal, then brand and product design for a Danish film-tech startup. Four years of continuous remote work across two continents, and a full working day overlapping Berlin, Amsterdam, Copenhagen and London.

SELECTED RESULTS

3x

Membership acquisition against average on Xbox Brazil holiday campaigns, with click-through at twice the benchmark.

2x

Click-through and membership acquisition above average, Xbox US and Canada holiday campaigns.

1.5x

International membership acquisition from a single design decision: the big green button.

15

Visual identities delivered through my own consultancy, with a 10% lift in social engagement.

EXPERIENCE

Brand Designer & Senior Product Designer — GoGreenlight

Nov 2025 – Sep 2026

Denmark · Remote · Full-time — AI-native infrastructure for the film and TV industry

- Built the brand from nothing while the software was already in development: logo, voice and a system that made the alternative legible before the product could prove it.
- Designed the casting decision board. Audited the existing flows before adding anything, so new work extended one system instead of starting a second.
- Seven-page marketing site telling one idea to five audiences — studios, productions, agencies, actors, film schools — without it becoming five different promises.
- Owned the design system end to end and handed it over documented.

Senior Visual Designer, Xbox — Microsoft

Jul 2022 – Jun 2025

United States · Remote · Contract — three years on a campaign calendar that never stopped

- Monthly game collections on the Store, seasonal campaigns, the Xbox Mastercard programme, and the Brazil and LATAM versions of global launches.
- Wrote the templates, naming and hand-off rules the team ran every week without me in the room.
- Rebuilt Free Play Days as one identity that survives the placement, instead of art-directing every surface separately.
- Worked across design, marketing and regional teams in five time zones, from CET.

Creative Director, founder — Agência Sira

Aug 2016 – Present

Porto, Portugal · own company — brand consultancy, run alongside employment

- Brand work end to end for small and mid-sized companies in Portugal and Brazil: briefing, positioning, ideas, proposals and production.
- Built a client operations system — dashboard, automated message and review collection — and ran four clients single-handed on it.

Freelance Product Designer — Rauva

Aug 2025 – Oct 2025

Portugal · Remote — fintech

User journeys, prototyping and UI layouts; translated product strategy into visual identity with stakeholders.

Senior Visual Designer — Phormula Group

Nov 2019 – Jul 2022

Maia, Portugal · Full-time — pharmaceutical and healthcare communication

Visual identities and digital campaigns for AstraZeneca, Bial, Servier, Cantabria and Takeda.

Tutor, Product Design & UX — EDIT. Disruptive Digital Education

Aug 2021 – Jun 2022

Porto, Portugal — taught alongside the role above

Digital Product Design and UX Foundations courses: research, information architecture, prototyping, final project.

Project Manager, then UX/UI Designer — Profit-E

Nov 2016 – Mar 2018

Rio de Janeiro, Brazil — e-commerce

Project Manager (Oct 2017 – Mar 2018) after a year as UX/UI Designer. Wireframes, prototypes and flows for VTEX, Essilor, Oster and Clickonero.

Senior Visual Designer — SESC Rio de Janeiro

Mar 2016 – Jul 2016

Rio de Janeiro, Brazil · Freelance

One identity across very different programmes: professional qualification, free courses and cultural activities.

Visual / Brand Designer — Masan

Mar 2015 – Oct 2015

Rio de Janeiro, Brazil — events and scenography

Visual identity for five institutional events and the scenography for two of them: client contact, briefing, strategy, layouts, production and the build on site.

Senior Visual Designer — DIA Comunicação

Nov 2011 – Mar 2015

Rio de Janeiro, Brazil · Full-time — retail, point of sale and activation

Duty-free concourses for Dufry, counter and display systems for Essilor, aisle and island units for Coca-Cola. Identity and branding for Oi, Bimbo and Embratel.

SELECTED WORK — FULL CASES AT SIRAVENHA.COM

A logo, a voice, a system

GoGreenlight, 2025–2026

The software was already being built. The brand did not exist, and it had to make the alternative legible before the product could prove it.

Free Play Days, rebuilt as a system

Xbox, 2022–2025

Every surface had drifted into its own layout. One identity that survives the placement, instead of art-directing each surface.

What repeats is the method

Xbox, 2022–2025

Three years on a weekly clock, where one reusable template would have killed the idea. What repeats is the method, not the layout.

Designing for people who will not stop

Dufry, Essilor, Coca-Cola, 2011–2015

A concourse, a counter and a supermarket aisle share one problem: the person is already walking past and is not going to turn around.

BRANDS

Xbox (Microsoft) · Coca-Cola · AstraZeneca · Takeda · Servier · Bial · Essilor · Dufry · Oi · Embratel · Bimbo · VTEX · SESC · GoGreenlight · Rauva

EDUCATION

Centro Universitário da Cidade, Rio de Janeiro — Industrial Design

Mar 2007 – Oct 2010

LAJE, Rio de Janeiro — Branding

Jul 2017 – Sep 2017

ESPM, Rio de Janeiro — Postgraduate, Strategic Design

Mar 2011 – Dec 2013

EDIT. Disruptive Digital Education, Porto — UI/UX

Mar 2018 – Jul 2018

CAPABILITIES

Creative direction · Brand and identity systems · Art direction · Design systems · Product and UX design · Campaign systems at scale · Design operations and hand-off · Positioning and brand strategy

TOOLS & LANGUAGES

Tools — Figma, Adobe Illustrator, Photoshop, InDesign, Notion, Asana

Portuguese — native (European and Brazilian)

English — fluent, full working proficiency

Available from October 2026

Open to Creative Director, Art Director, Design Lead and Senior Product Design roles

References on request · siravenha.com