

THALITA TEGLAS

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ACHIEVEMENTS

SAN FRANCISCO DESIGN WEEK

Speaker

C2A AWARDS

Winner in Brand identity | Branding (2020)
Honorable mention | Branding (2021)

LANGUAGES

ENGLISH (FLUENT)
SPANISH (PROFICIENT)

TOOLS

PROCREATE
RUNWAY (AI)
MIDJOURNEY (AI)
FIGMA
AFTER EFFECTS
ADOBE PREMIER
PHOTOSHOP
ILLUSTRATOR
INDESIGN
GOOGLE SUITE
MICROSOFT SUITE

EDUCATION

BACHELOR DEGREE - DESIGN
UNIVERSIDADE DO ESTADO
DO RIO DE JANEIRO
RIO DE JANEIRO, BRAZIL

K2 INVESTMENTS

CREATIVE DIRECTOR
APRIL 2025 - THIS MOMENT

I'm increasingly focused on business-driven solutions, aligning communication and marketing strategy with the company's growth goals. I lead innovation across content and the creative organization, with a strong focus on new business development and market expansion. I also oversee the implementation of a more strategic and effective corporate branding, ensuring alignment with the brand's evolution and business objectives.

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ART DIRECTOR
FEBRUARY 2025 - APRIL 2025

I continue to explore the strategic potential of AI and emerging technologies, now acting as a key bridge between strategy and creative teams. I lead and mentor a multidisciplinary team, ensuring the quality and consistency of all creative outputs. Across multiple client accounts, I serve as a catalyst for innovation, fostering bold ideas and elevating the creative standard through collaboration and vision.

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SENIOR CREATIVE DESIGNER
JANUARY 2024 - FEBRUARY 2025

I create full brand experiences for B2B and B2C companies as I explore artificial intelligence and develop 360 campaigns and events.

NETFLIX

DESIGN LEAD, PRODUCT CREATIVE STUDIO LATAM
DECEMBER 2021 - SEPTEMBER 2023

Functioning as a creative director, connecting crossfunctional teams, such as Marketing, Creative Strategy and Product. I've guided artwork and navigated creative strategy to produce high quality latin american content, as I've managed a team of fine artists, retouchers, creative designers and agencies.

WUNDERDOGS

SENIOR VISUAL DESIGNER
FEBRUARY 2020 - JUNE 2021

As senior visual designer, I was focused on branding projects. I've promoted research, audit brands, created brand personas, tone of voice and delivered outstanding design, web-based solutions and strategy work so startups and early-stage companies could consistently present them-selves and raise investments.

OLIVER AGENCY

LEAD CREATOR
APRIL 2019 - SEPTEMBER 2019

At this professional stage at Oliver Agency, I've managed a fast growing creative team of writers, designers and moviemakers. My daily challenge was to stimulate, find and sharpen the team's good ideas and develop advertising campaigns and other marketing solutions from start to finish. The job was to follow and thoroughly approve all U-STUDIO creative production, from visual assets, digital products, creative strategies and consistent productions.

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HEAD OF ART
JUNE 2017 - APRIL 2019

As Head of Art, I was responsible for the art directors team. Ensuring interesting and consistent visual solutions in addition to the creative and strategic delivery of advertising campaigns, both digital and offline. Whether it's a single post, movies, campaigns, planning, we'd go deep into the problem to generate solutions that have a long life and are always more than customers expect, always relying on the proximity and integration that in-house agencies can offer.