

# Thiago da Silva Cruz

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I am a **Senior Designer with strong AI literacy** with proven experience in B2B/tech marketing. Leveraging GenAI, I lead small design teams in designing assets for **campaigns** and lead generation, ensuring visuals are data-driven and follow market research, personas, and brand standards. **Fluent in English and Portuguese.** Proficient in Spanish and Mandarin.

## WORK EXPERIENCE

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### AI Designer & Content Manager – GenAI & AI

Mar 2020 - Present

McFadyen Digital | Virginia, US (Remote from Brazil)

*McFadyen Digital is a global eCommerce consultancy that helps B2B companies to build and maintain large scale online stores. Over six years working remotely with global teams, I progressed from Junior Designer (2020), to Analyst (2020~2022), Manager (2022~2025) and currently to **AI Designer & Content Manager**.*

- **Managed McFadyen's branding and design assets on all touchpoints:** internal and external communication, partner marketing, trade shows, web & content, lead generation and proposals.
- Led AI-first design experimentation across marketing and brand initiatives, integrating LLMs and multimodal GenAI tools to generate brand assets: images, videos, vectors, product mockups.
- Directed design, editorial, and launch strategy for the *AI Best Practices for Commerce* (524-page enterprise AI book), launched in January 2026.
- Led training workshops for internal teams (including designers) on how to properly apply McFadyen's brand standards, design workflows and guidelines on GenAI.
- Built AI-assisted workflows and internal agents to scale on-brand visual content across different teams, besides applying brand voice to written materials/prospect-facing content.
- Designed AI-readiness assessment prototypes and interactive discovery tools using LLM-driven and vibe-coded workflows (designed in Figma, prototyped in with Claude Code and Codex).
- Became the company's point of contact for GenAI guidelines for marketing (image, video, voice).
- Partnered with marketing, leadership, and sales to translate our services strategy into the emerging AI industry needs, defining our upcoming visual standards for the new market.
- Enabled GenAI experimentation in marketing by leading design and product workshops.

**Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Canva, WordPress, Claude, ChatGPT, Gemini, DeepSeek, Seedream, Imagen, Sora, Runway, Kling, ElevenLabs

### Freelance Projects

August 2019 - Dec 2023

Multiple Clients | Remote Work, Brazil

- **Worked on external design projects outside of contract hours** during periods of low internal volume. This included **pro bono branding services** for non-profits (e.g., Brazilian Association for Autism, Project Portinari) and **freelance** with commercial firms.

## HIGHLIGHTED PROJECTS

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### Branding: McFadyen Rebranding & New Website 2024 - Present

- **Led McFadyen's rebranding**, remaking the messaging, visuals and design elements for the new brand. McFadyen shifted its positioning to "the B2B consultancy focused on complex projects," and wanted to communicate its value as the business accelerator to its clients.
- **Managed end-to-end design execution** for this global initiative, overseeing the revamped corporate **website design and execution** and successfully rolling out all new internal and external brand assets to the global team of 200 members.

### Go-to-Market: Marketplace Best Practice Books 2021 - 2026

- **Managed** the visual content and design strategy for the launch of **three successful ecommerce technology books**, including the *Marketplace Best Practices* guide, which became an **Amazon best-seller** in Digital Commerce with 5000+ units sold, and **AI Best Practices for Commerce**, launched in January 2026 at NRF Big Show with 500+ copies sold.
- **Led** the design and execution of all marketing assets, including **landing pages, videos, graphics, and campaign visuals**, being an active part on promoting the content through webinar series, educational white papers, and blog posts.

## EDUCATION

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### Executive Program: AI for Marketing and Design

Summer 2024

Ohio University | Athens, Ohio (On-site)

- Executive immersion focused on AI-enabled marketing strategy, positioning, and innovation.
- Applied Generative AI tools for branding, campaign ideation, and rapid prototyping.
- Explored automation, AI adoption models, and competitive positioning frameworks.

### Bachelors in Design

August 2018 - December 2022

Universidade Federal de Santa Catarina | Florianópolis, Brazil (On-site)

- Focus on digital media, branding systems, interaction design, and usability.
- Strong foundation in translating strategy into scalable visual systems.
- Coursework in UX, marketing strategy, data-centered design, and interface systems.

## LANGUAGES

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Portuguese (Native) | English (Fluent) | Spanish (Proficient) | Chinese (Proficient)

## SKILLS

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Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) | Figma & FigJam (UI/UX) | WordPress & CMS Design | LLMs (ChatGPT, Claude, Gemini, Deepseek) | GenAI (Seedream, Sora, Nano Banana, Runway, Kling, ElevenLabs) | Brand Identity & Visual Content | Design Analytics (Data, User Research, A/B Testing) | Design Thinking & UX Principles | Front-End Dev (HTML, CSS, JS, React) | CRM for Design & MKT Ops (Pardot, Salesforce, HubSpot) | Productivity Suites (Microsoft 365, Google Suite)