STEPHEN BELLOTTO

SENIOR ART DIRECTOR · CREATIVE DIRECTOR

STEPHEN BELLOTTO

Art Direction · Motion Design · Branding · AI

Where craft, strategy and AI meet, with the human in command.

20 YEARS OF CRAFT

22 INTERNATIONAL AWARDS

7 CONTINENTS

Senior art director and motion designer with 20 years of craft and 22 international awards, across branding, creative direction and AI-driven production for global brands and iGaming.

BRAZIL · NEW YORK · LISBON · MALTA



CURRICULUM
VITAE · 2026

Two decades directing brands people trust, from global names like Coca-Cola and Honda to iGaming in Malta. Human craft leads, AI accelerates.

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SELF-EMPLOYED · SLIEMA, MALTA · EU CITIZEN

01

Profile

Senior Art Director and Motion Designer with 20 years of experience and 22 international awards, spanning art direction, creative direction, branding, motion design and AI-driven production. Currently self-employed and based in Malta, he is an EU citizen open to fully remote opportunities.

Has delivered campaigns for Coca-Cola, McDonald's, Pizza Hut, Burger King, Honda and Lycra across South America, North America, Europe and Africa, led award-winning work for the Government of Cape Verde, Unitel and Unitek, and built iGaming brands from the ground up in Malta.

A creative technologist who vibe-codes with Codex and Claude Code, building self-running, brand-true AI systems, automations, websites and game assets. Combines production craft with brand strategy to ship work that performs, with the human in command of the work brands trust.

Core Skills

ART & CREATIVE DIRECTION

Art Direction · Creative Direction · Brand Strategy · Visual Identity · Campaign Development · Advertising

AI ENGINEERING & VIBE CODING

Vibe Coding · Codex · Claude Code · Self-Running AI Systems · Workflow Automation · System Implementation

APPLIED AI & GENERATIVE

AI in Advertising · AI in Campaigns · Generative AI · Firefly · Midjourney · VEO 3

MOTION & AUDIOVISUAL

Motion Design · After Effects · Premiere Pro · Animation · Video Production · Original Score

DESIGN, WEB & GAME

Branding · Web Development · Landing Pages · Game Assets · 3D & CGI · Packaging

LEADERSHIP & GROWTH

Team Leadership · Creative-Team Training · Stakeholder Management · Digital Marketing · SEO · Social Media

Languages

Portuguese	NATIVE
English	PROFESSIONAL
Spanish	INTERMEDIATE

02

Experience

2025 – 2019

2025

Reliato · Luckylabs

SENIOR ART DIRECTOR · CREATIVE CONSULTANT

JUL 2025 – 1 OCT 2026 · MALTA

- Worked across a boutique marketing agency and an iGaming studio in the same group, leading art direction, branding and motion for campaigns and digital content in an international environment.

2023

Glitnor Group

SENIOR DESIGNER & MOTION DESIGNER

MAR 2023 – JUN 2025 · SLIEMA, MALTA

- Built the Flax Casino brand end to end (visual identity, website, templates), launching a new iGaming brand across 4 markets (LATAM, Finland, Canada, Sweden).
- Produced performance-driven animated banners in After Effects integrated with Bannerflow, scaling campaign output for the group's online casino games.

2020

Mantra

SENIOR ART DIRECTOR & MOTION DESIGNER

FEB 2020 – MAR 2023 · LISBON, PORTUGAL

- Directed award-winning campaigns for the Government of Cape Verde, Unitel and Unitek, winning 18 creative awards including the ECHoS identity (Bronze, branding).
- Led art direction and animation for one of the most awarded agencies in Portugal and Cape Verde.

2019

Dedica Group

SENIOR ART DIRECTOR & MOTION DESIGNER

DEC 2019 – JUN 2022 · NEW YORK, USA

- Designed and animated for Coca-Cola, McDonald's, Burger King, Pizza Hut, Lycra and Honda.
- Delivered the Coca-Cola x Panda Express activation across 2,000+ restaurants and built multi-format templates that rolled out a Pizza Hut campaign across multiple countries.

02

Experience

2018 – 2005

2014 **Woop** — SENIOR ART DIRECTOR

NOV 2014 – JUL 2018 · BRAZIL

- Visual identity, branding and motion for industrial leaders Indumak, Intelbras, Zanotti and WEG.

2012 **DOMP** — CREATIVE DIRECTOR

JUL 2012 – JUN 2014 · BRAZIL

- Led creation and film production for Malwee, Lunelli and Unimed, from briefing to post.

2010 **CMC** — ART DIRECTOR

JUL 2010 – JUN 2012 · BRAZIL

- National campaigns for Seara, Condor and Marfrig. Silver, 2011 Manchester Catarinense Award.

2008 **Gaivota** — DIGITAL PRINT & DESIGN

JAN 2008 – JAN 2010 · BRAZIL

- Large-format printing and colour-accurate production on Roland systems.

2007 **Dumke** — DIGITAL PRINT & DESIGN

JAN 2007 – JAN 2008 · BRAZIL

- Vehicle wraps, signage and outdoor billboards on DGI and Roland systems.

2005 **Impressul** — GRAPHIC DESIGNER & OFFSET

DEC 2005 – DEC 2006 · BRAZIL

- Pre-press and CTP, building custom ICC colour profiles for five-colour offset.

Education & Training

2022	Brand DNA	BRAND STRATEGY WORKSHOP
2019	Lighthouse School of Creativity	CREATIVITY & INNOVATION
2019	Udemy	DIGITAL MARKETING · BUYER PERSONA & CONSUMER PROFILING
2017	Visual Mídia	VIDEO POST-PRODUCTION · FINAL GRADE 9.0
2011	APEVI	EMPRETEC · ENTREPRENEURSHIP (UNITED NATIONS)
2000	SID Jaraguá do Sul	GRAPHIC DESIGN

03

Awards

22

INTERNATIONAL

2023/24 PRÉMIOS LUSÓFONOS DA CRIATIVIDADE

BRONZE Branding · ECHoS (Gringo)

2023 PRÉMIOS LUSÓFONOS DA CRIATIVIDADE

4 BRONZE Mantra

2022/23 FESTIVAL PITCHER DE CRIATIVIDADE

GOLD Branding · Unitek (Mantra)

2022/23 PRÉMIOS LUSÓFONOS DA CRIATIVIDADE

SILVER Branding · Unitek (Mantra)

HONOURABLE MENTION Social Responsibility

2022 PITCHER AWARDS

5 BRONZE Mantra

2021/22 PRÉMIOS LUSÓFONOS DA CRIATIVIDADE

5 SILVER TV/Film, Brand Activation, Web Film (Mantra)

2 BRONZE Single Post & Social Responsibility (Mantra)

2010/11 PRÉMIO MANCHESTER CATARINENSE

SILVER Finishing Art (CMC)

SOFTWARE

After Effects · Premiere Pro · Illustrator · Photoshop · InDesign · Lightroom · Figma · Animate · Audition · CorelDRAW · Bannerflow

AI & VIBE CODING

Codex · Claude Code · Cursor · Firefly · Midjourney · DALL·E 3 · Suno · Pika · Heygen · VEO 3

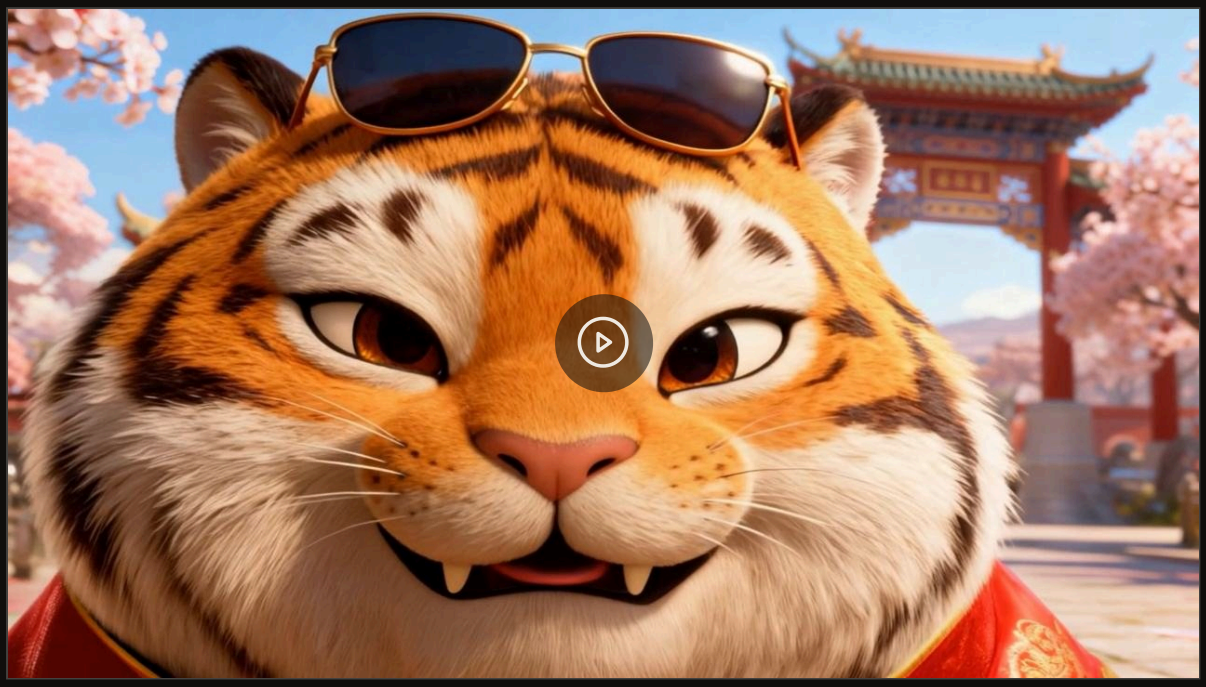
SELECTED CLIENTS

04

iGaming

Four years at the centre of iGaming in Malta, building and scaling casino brands for international markets: Flax Casino built end to end at Glitnor, plus creative consulting for Luckylabs and Reliato across LATAM, the Nordics and Canada.

IGAMING SHOWREEL



MOTION · CASINO GAMES · WATCH ↗

IGAMING CASES



BRANDING · LUCKY CASINO · VIEW ↗

05

Motion Graphics

Twenty years of motion design: brand films, animated campaigns, character animation and broadcast-ready templates built in After Effects and Premiere Pro. From global activations to iGaming banners, motion engineered to perform.



Showreel · Motion Graphics

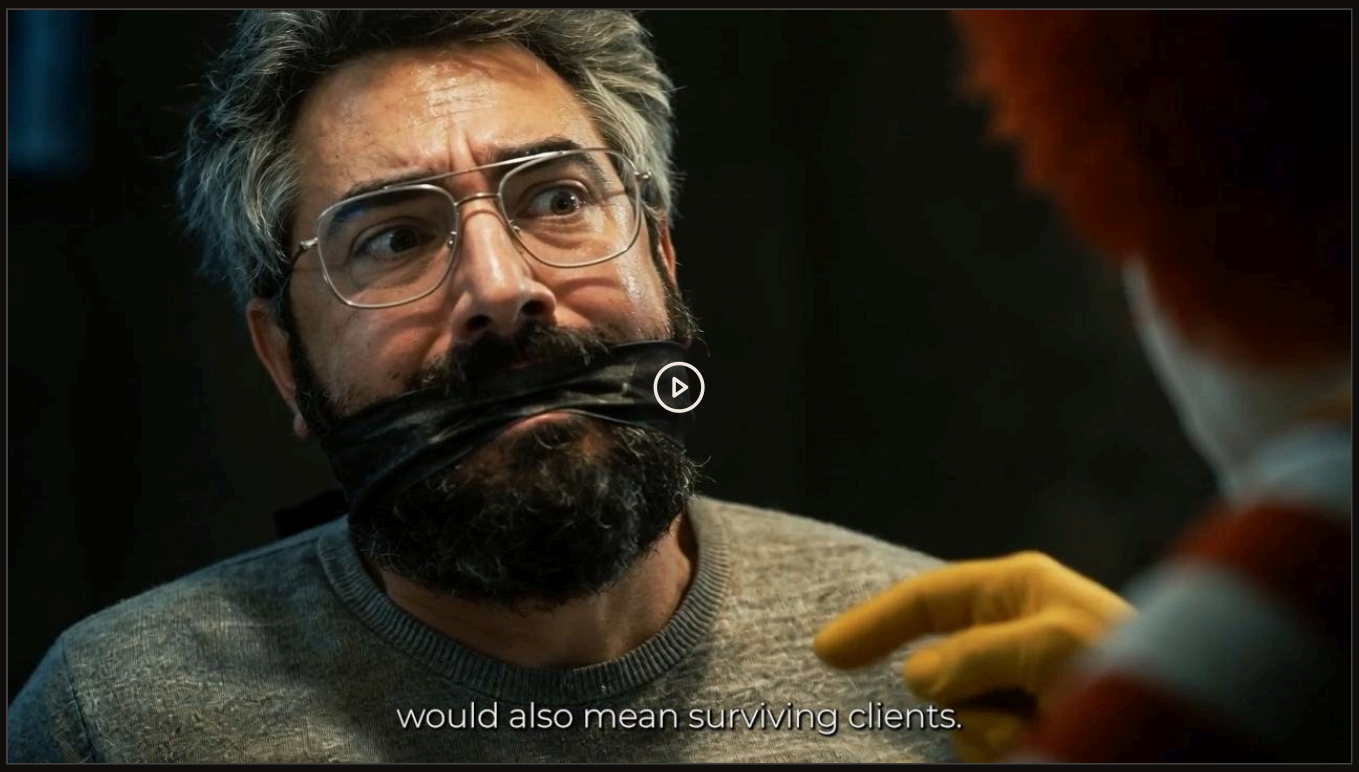
WATCH THE REEL ↗

AFTER EFFECTS · PREMIERE PRO · ANIMATE · CINEMA-GRADE COMPOSITING · ORIGINAL SCORE

06

The Last Creative Director

A short manifesto on creativity in the age of AI. Planes have flown themselves for decades, yet two pilots still sit in the cockpit. The reason is trust. AI does the heavy lifting; the human is who the brand trusts to fly.



Watch the manifesto

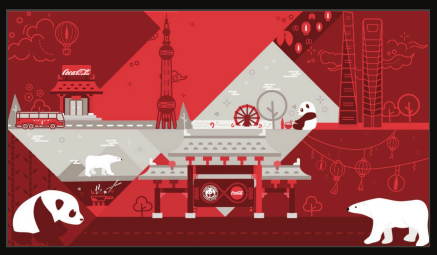
STEPHENBELLOTTO.COM/WORK ↗

”Where craft, strategy and AI meet, with the human in command.”

07

Selected Work

STEPHENBELLOTTO.COM/WORK



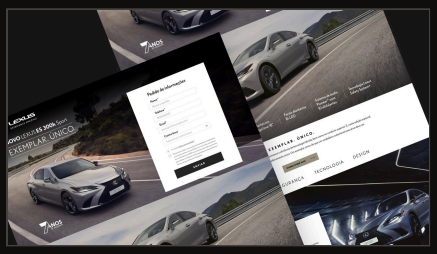
Coca-Cola ↗
CAMPAIGN



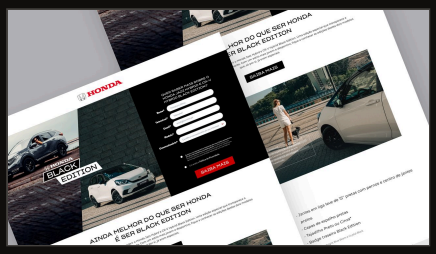
Jeep ↗
DIGITAL



Pizza Hut ↗
CAMPAIGN



Lexus ↗
DIGITAL



Honda ↗
DIGITAL



ECHoS ↗
BRANDING



Crans Montana ↗
BRANDING



Selectu ↗
BRANDING



Coyote ↗
BRANDING



Frameforge ↗
BRANDING



Brazilian Aesthetics ↗
BRANDING



Waves ↗
BRANDING

LET'S TALK

Let's build something the brand can trust.

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