Bruno Moscardo

Senior Designer with over 10 years of experience bridging the gap between High-End Art Direction and Performance Marketing. I specialize in building immersive web ecosystems and scalable design frameworks that are both visually stunning and commercially effective.

With a strong track record in Fintech and iGaming (XP Inc., Booming Games), **I lead the creative vision for product launches and global campaigns**, combining visual storytelling with data insights to drive measurable user acquisition and revenue.

See Portfolio

Recent Professional Experience

White Label Casinos
2024 - 2025

. **End-to-End Brand Launch:** Led the full creation of new ventures, owning the process from visual identity definition to the final platform UI.

. **Lifecycle & CRM Strategy:** Designed the entire communication journey, creating high-converting email flows and tone-of-voice guidelines for user retention.

. **Go-to-Market Execution:** Managed the visual launch strategy, ensuring brand consistency across web, marketing, and acquisition channels.

Booming Games
2023 – 2024

. **Global Rebranding & Web:** Directed the corporate brand overhaul and website redesign, establishing scalable visual guidelines for global consistency.

. **High-Impact Campaigns:** Orchestrated the visual strategy for major partnerships across 360° media channels.

. **Creative Production:** Managed the end-to-end creation of high-end marketing assets, drone cinematography for industry events.
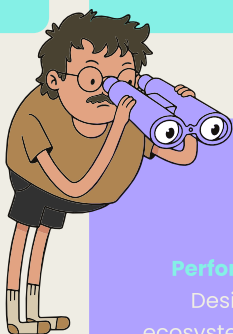
XP Inc.
2018 – 2022

. **Growth & IPO:** Led acquisition design for XP, Rico, and Clear, executing critical assets for the historic Nasdaq IPO and global expansion.

. **Event Branding:** Directed the visual strategy for Expert XP, the world's largest investment festival, across physical and digital touchpoints.

. **Product Launches:** Directed the visual identity and go-to-market assets for innovative financial products.

Education & Languages

. **Bachelor in Visual Design ESPM:** São Paulo, Brazil

. **English:** Fluent

. **Portuguese:** Native Speaker

Methodology & Craft

Performance First
Designing web ecosystems focused on conversion, ensuring that aesthetics always serve business metrics.

Visual Craft
Creating high-fidelity brand assets that build immediate trust and elevate the user experience.

AI-Amplified Workflow
Leveraging AI models for rapid iteration and concept validation to significantly reduce time-to-market.

See More

Tech Stack & Expertise

Growth Strategy & CRO • Landing Page Optimization • AI Tools • User Acquisition Funnels • Figma • Adobe Creative Cloud • A/B Testing & Data Analysis • Visual Storytelling & Branding • High-Fidelity UI Design