



PEDRO LUCAS XAVIER MENDES

NACARADI

SENIOR MOTION DESIGNER &
CREATIVE DIRECTOR

CONTACT

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- Driver's License (Class B)
- Nov 20, 2002

TECHNICAL EXPERTISE

Adobe After Effects	100%
Element 3D	100%
CapCut	100%
Figma	40%
Blender 3D	40%
Premiere Pro	30%
Illustrator / Photoshop	30%

CORE COMPETENCIES

- Creative Direction
- Visual Branding
- Strategic Storytelling
- Leadership
- High-End Motion Design
- Project Management

LANGUAGES

- Portuguese (Native)
- English (Technical)

About Me

Born in Ouro Preto (MG) and raised in Itabirito, currently based in Curitiba (PR). As a specialist in 2D/3D Motion Design and Professional Editing, I bring an absolute focus on After Effects and cinematic detailing.

My philosophy is clear: I don't deliver "just another video". I deliver **pacing, clarity, and a premium finish**. With over 9 years of experience, I develop strategic visual narratives for brands and companies seeking authority. I do not use generic templates; every project is architected to communicate high-level value and positioning.

Professional Experience

Creative Director & Senior Motion Designer

Nacaradian Studio (Founder)

FEB 2023 - PRESENT | REMOTE (GLOBAL REACH)

- Leadership of High-End projects for brands and content creators who demand premium perception and visual authority.
- Full creative direction: from concept and visual script (storyboard) to advanced animation and post-production.
- Development of institutional videos, product launches, digital campaigns, and high-retention VSLs.
- Strategic management of visual narratives, ensuring brand consistency across all delivered assets.
- Implementation of 3D pipelines (Element 3D/Blender) integrated with After Effects for cinematic results.
- Management of rigorous budgets and deadlines, focusing on delivering true visual quality and avoiding scale productions without strategy.

Senior Motion Designer / Animator

Faw Studio

2024 (8 MONTHS)

- Acted as one of the lead animators on the team, serving as an internal reference for creativity and responsible for defining the studio's premium aesthetic standard.
- Application of advanced composition and visual finishing techniques, elevating the perceived value of the delivered motions.
- Key player in concluding strategic projects for big names in the digital market, including: Thiago Finch, Pedro Sobral, Marcos Paulo, Igor Gonçalves, and Jovens de Negócios (Breno Perrucho).

Equipment Maintenance Mechanic

SEMEP LOGISTICA E CONSTRUCAO S/A

JUN 16, 2021 - NOV 11, 2022

- Professional experience prior to my design career, developing operational discipline and teamwork skills.

Assistant

CONSORCIO MINAS MAIS

FEB 09, 2021 - APR 23, 2021

Key Differentiators

My work goes beyond technical aesthetics. I combine **software mastery** with **business vision**. I understand that Motion Design is a tool for sales and positioning. If you are looking for a truly elevated standard and a professional who solves complex visual problems with autonomy, my portfolio speaks for itself.

Check Out My Full Portfolio

View High-End projects on Behance

[VIEW PROJECTS →](#)

