



CREATIVE DIRECTOR | CRAFT | IDEAS

FLAVS

HI! E AÍ? BELEZA?

I'm Flavio. You can call me Flavs. I'm a multidisciplinary Creative Director with a track record of building ideas that shift brands and culture. I'm hands-on with the work and I believe the best ideas don't just look good or win awards. They solve real problems and move people.

I work at the intersection of concept, craft, and creative strategy. That means thinking sharp, writing when it matters, and obsessing over the details that take an idea from good to great.

Over the years, I've helped brands lead categories, win pitches, and reshape the way people see them. At BMF, I worked on the campaigns that helped earn Agency of the Decade. At Saatchi, I led ideas that took BankSA from number five to number one in brand consideration and helped create Toyota's most effective Hilux campaign ever. I've pitched, won, and built work that picked up Cannes Lions, D&AD Pencils, Effies, and New York Festivals awards. More importantly, it made real impact.

I've worked across Sydney, Melbourne, São Paulo, and LA. I build the kind of work that sets the tone, not follows it.

When I'm not leading creatively, you'll find me at Bronte Beach, on my café racer, or cheering my kid on at the soccer fields.

You can find my portfolio here: <https://flavs.me>.

Cheers,

Flavio Fonseca

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EXPERIENCE

Independent Creative Director

Rethink Everything, MC Saatchi, Saatchi & Saatchi, Digitas ANZ, Affinity, Thrive PR, Entropico and The Hallway

April 2024 – Current

Clients

BYD | Google | MYOB Solo | McDonalds | ActweAGL | GWM

Worked with leading agencies as a Independent Creative Director, partnering on pitches, campaigns, and content projects across a range of industries.

Collaborated closely with strategy and production teams to shape ideas, drive creative development, and ensure the work landed with impact.

Brought a combination of creative leadership, hands-on craft, and brand thinking to every project, from concept to execution.

Creative Director – Brand

Fone King and Flight Risk

September 2024 – Current

Clients

Fone King | Flight Risk | House of Hail | Luminary | Hitched | 270X

Led creative direction across both brands, overseeing campaign development, content creation, and product launches.

Worked directly with founders and leadership teams to define new brand positioning and implement a refreshed look and feel across all channels.

Managed internal and external creative teams to ensure the work delivered impact, stayed on brand, and pushed the creative standard forward.

Freelance Creative Director

Rethink Everything

May 2023 - March 2024

Clients

Kingfisher | BYD

Creative Director at Rethink Everything, an innovation firm focused on solving complex business problems through creative thinking.

Led the creative development of campaigns for Kingfisher and BYD. Took projects from strategy to final production.

Partnered closely with clients and internal teams to shape ideas, develop strategic approaches, and ensure the work landed with craft, clarity, and impact.

Oversaw the entire process, managing deadlines, budgets, and execution while pushing for creative excellence.

Freelance Creative Director

The Hallway

January 2023 - April 2023

Clients

GWM

Stepped in as Creative Director while the regular CD was on leave. Led the creative development of campaigns for GWM from strategy to final delivery.

Worked directly with the client and internal teams to shape ideas, guide the creative process, and oversee production.

Ensured the work aligned with brand strategy, stayed on schedule, and delivered at the highest creative standard.

Freelance Creative Director

Special Group Sydney

June 2022 - December 2022

Clients

PepsiCo | Smith's Chips | Netflix

Brought in to help set up new client accounts and lead the creative process from the ground up.

Worked closely with clients to define briefs, shape strategy, and lead the creative development of campaigns from concept to delivery.

Managed the full process across strategy, ideation, production, and rollout, ensuring the work met the creative vision, stayed on track, and delivered results.

Creative Director

Saatchi and Saatchi Australia

October 2018 - May 2022

Clients

BankSA | AMPOL | Toyota | Dettol | Strongbow | FFA | RSPCA | NRMA | Nescafé

Led the end-to-end creative process, from client briefings and strategy to concept development and production delivery.

Motivated creative teams to develop bold ideas that turned insights into award-winning work and connected with real audiences.

Presented or oversaw the presentation of final concepts to secure client approvals and move projects into production.

Mentored creative teams and young designers to think sharper and push their creative potential.

Collaborated with agency leadership to drive the agency vision and help attract new business.

Associate Creative Director

Saatchi and Saatchi Australia

September 2015 - October 2018 (3 years 2 months)

Clients

BankSA | RSPCA | The Kid's Cancer Project | nib | Foxtel

Worked closely with Creative Directors to lead all stages of campaign development, from client briefings and strategic planning to concept development and production.

Presented creative concepts to clients or partnered with CDs to help sell in the work and drive approvals.

Mentored creative teams and young designers, helping develop their thinking, sharpen their craft, and grow as creative professionals.

Senior Art Director

Saatchi and Saatchi Australia

September 2014 - September 2015

Clients

Toyota | Cadbury | Westpac Groupe | Bank of Melbourne | BankSA | Arnott's | RSPCA

Collaborated closely with writers and creative leads to develop innovative campaigns for high-profile clients

Turned strategy into bold creative ideas that connected with audiences and earned industry recognition

Helped refine and elevate concepts, presenting work directly or supporting creative leadership in key presentations.

Worked with producers and production partners to manage the creative process from idea to execution, ensuring the final work delivered both creatively and commercially.

Art Director

BMF Australia

September 2009 - August 2014

Clients

ALDI | SOLO | Expedia | CommBank | Meat & Livestock Australia | Lion | NRMA | amaysim
Bacardi | Ryobi | P&O Cruises | OPSM | FFA | Channel 10

Worked closely with writers and creative leads to develop impactful campaigns for major clients.

Turned strategic insights into bold creative concepts that connected with target audiences and earned industry recognition.

Refined and crafted ideas to the highest standard, helping to sell work in and guide it through the approval process.

Collaborated with producers and production partners to bring ideas to life and ensure the final execution matched the creative vision.

Freelance Art Director

Saatchi and Saatchi Australia

January 2007 - June 2009

Clients

Lexus | Toyota | Lion | Aussie Home Loans | Foxtel

Worked closely with writers and creative leaders to develop campaigns for key clients.

Turned strategic insights into bold ideas that connected with audiences and earned industry recognition.

Helped refine creative concepts, presented work to clients, and partnered with creative leadership to sell in ideas and drive approvals.

Managed the production process from start to finish, collaborating with producers and external partners to ensure the final execution matched the creative vision.

Lead Designer

MacImages

January 2000 - December 2006

Clients

IBM | PricewaterhouseCoopers | Deloitte | Nestle | Gilbert+Tobin Lawyers

PKF Chartered Accountants | TopNosh

Led design across a wide range of projects for corporate, legal, and consumer clients.

Managed concept development, visual execution, and production for branding, print, and digital materials.

Worked directly with clients and internal teams to deliver design solutions that met strategic goals and elevated brand presence.

Graphic Designer/Web Designer

Paragraph studio

July 1997 – February 2000

Worked across branding, print design, and early-stage web projects for a variety of clients.

Handled concept development, visual design, and production for both traditional and digital media.

Collaborated with senior designers and clients to deliver creative solutions that balanced craft with emerging digital opportunities.

Assistant Art Director

Talent Marcel – São Paulo – Brazil

May 1994 – January 1997

Started as an Art Assistant supporting a team of twelve creatives on campaigns for Toshiba, Whirlpool, HSBC Bank, and Honda.

Helped develop an innovative system for delivering high-resolution images via satellite, streamlining production workflows and setting new benchmarks for the agency.

Promoted to Art Director after consistently contributing to award-winning work.

Received three Gold awards for Art Direction and one Gold for Illustration in the Clube de Criação de São Paulo Annual, with campaigns ranked among Brazil's top creative work.

EDUCATION AND TRAINING

AWARD – The Communication Council

Award Creative Leadership

2017 - 2017

National Institute of Dramatic Art

Directing Actors for the Screen and Stage

2010 - 2010

KvB Institute of Technology

Bachelour of Arts (Graphic Design & Multimedia)

1998 - 2000

Faculdades Integradas Alcantara Machado - FIAM

Bachelour of Social Communication (Marketing & Advertising)

1992 - 1996

EPA – Panamericana School of Arts and Design

Artistic Design & Arts

1992 - 1993

ACCOMPLISHMENTS AND AWARDS

Agency Accolades

2022 | AdAge A-List & Creative Awards | Holding Company of the Year | Publicis Group
2022 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2021 | The New York Festival | Best Agency of the Year – APAC | Saatchi & Saatchi
2021 | London International Awards | Best Agency of the Year ANZ | Saatchi & Saatchi
2021 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2020 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2019 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2015 | Effie Australia | The Effective Agency of The Year | Saatchi & Saatchi
2009 | B&T Magazine | Agency of the Decade | BMF

Kingfisher – World Phone Amnesty

2024 | Better Future | Sydney Design Awards | Gold
2023 | Best Ads On TV | Top 6 Nov 1st | Interactive

BankSA – BackSA

2021 | The New York Festival – AME Awards | Silver | Best Use of Discipline | Brand
2020 | The New York Festival – Advertising Awards | Finalist | Financial | Consumer Retail
2020 | The Work | Integrate Campaign
2020 | Effie Awards | Finalist | Financial Advertising
2020 | Lürzer's Archive Vol.1 | Film

Toyota Hilux – Points to Prove

2020 | The Work | Film
2019 | Award Awards | Film | Finalis

Football Federation Australia – Where Heros are Made

2019 | Ciclope Festival | Best Edit | Film Craft
2019 | Australian Screen Editors Guild Awards | Best Editing in Commercial

The Kid's Cancer Project – Not Angels

2019 | Lürzer's Archive Vol.6 | Film | Not Angels
2019 | Best Ads On TV | Top 6 Oct 2nd | Print

Westpac Groupe – Rescue Reshie

2018 | New York Festivals | Gold | New Product/Service Launch
2018 | New York Festivals | Gold | Public Relations
2018 | D&AD | Wood Pencil | Creativity For Good
2018 | D&AD | Wood Pencil | Product Design
2018 | WARC Awards | Shortlisted | Effective Use of Brand Purpose
2018 | The Works | Direct
2018 | The Works | Intellectual Property
2018 | The Works | Experiential
2018 | The Works | Ambient
2018 | Best Ads On TV | Winner Feb 28th | Best Outdoor
2017 | Cannes Lions | Bronze | PR | Corporate Responsibility
2017 | Cannes Lions | Bronze | Outdoor | Small Scale Special Solutions
2017 | Cannes Lions | Shortlisted | Innovation | Applied Innovation
2017 | Cannes Lions | Shortlisted | PR | Sponsorship & Partnership
2017 | Cannes Lions | Shortlisted | Design | Promotional Item Design
2017 | Cannes Lions | Shortlisted | Direct | Financial Products & Services
2017 | Cannes Lions | Shortlisted | Promo & Activation | Use of Ambient Media: Small Scale
2017 | Cannes Lions | Shortlisted | Promo & Activation | Financial Products & Services

RSPCA – The Disguise

2017 | Lürzer's Archive Vol.1 | Print
2017 | Best Ads On TV | Top 6 Mar 15th | Print

BankSA – The Pipping Shrike

2017 | The Works | Integrated Campaign
2016 | New York Festivals | Silver | Sponsorship

TOYOTA Hilux – More Unbreakable Than Ever

2015 | Award Awards | Film Craft | Finalist
2015 | AdAge | Ad of the Day

P&O Cruises – Phianoh

2013 | Award Awards | Silver | Acquisition
2013 | Award Awards | Bronze | Brand Experience
2013 | Award Awards | Bronze | Travel, Hospitality & Transportation

LION – TED Enemies

2013 | Siren Awards | Highly Commended Campaign

ALDI – Surfing Santas

2014 | Lürzer's Archive Online | Mention
2012 | Shots | Top 10 of the Week: Nov. 30 - Dec. 7
2012 | ADWEEK | Top 10 of the Week: Nov. 30 - Dec. 7
2012 | Best Ads On TV | Top 6 Dec 5th | TV

CommBank – Investorville

2012 | EFFIE Awards | Transformational Digital Business Platform
2012 | John Caples Awards | Bronze | Campaign Microsite
2012 | ADMA Awards | Gold | Products & Services
2012 | ADMA Awards | Bronze | Creative Craft
2012 | ADMA Awards | Bronze | Website | Business to Consumer
2012 | ECHO | Leader Award | Financial Services
2012 | Canstar | Innovation Excellence Award
2011 | AIMIA Awards | Best of Financial Service

Expedia No Fees

2012 | John Caples Awards | Bronze | Integrated Campaign
2012 | ADMA Awards | Bronze | Travel & Hospitality
2011 | ADMA Awards | Lester Wunderman Effectiveness Award
2011 | ADMA Awards | Silver | Travel
2011 | ADMA Awards | Bronze | Online Broadcast
2011 | ADMA Awards | Bronze | Website

SOLO Lucky Undies

2011 | Cannes Lions | Shortlisted
2011 | FAB Awards London | Grand Prix | Integrated Campaign
2011 | FAB Awards London | Gold | User Generated Content
2011 | FAB Awards London | Gold | Integrated Campaign
2011 | John Caples Awards | Bronze | Integrated Campaign
2011 | ADMA Awards | Bronze | Integrated Campaign
2010 | ADMA Awards | Silver | Integrated Campaign

SOLO Kick The Can

2010 | Siren Awards | Honourable Mention

Do You Have An ALDI Brain?

2010 | ADMA Awards | Silver | Effectiveness
2010 | ADMA Awards | Bronze | Website

THANK YOU

PORTFOLIO: <https://flavs.me>
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