



VITOR AGUIAR

MOTION

DESIGN

DIRECTION

#01

PRACTICE

Vitor Hugo Aguiar comes from Porto, Portugal, and has been working for the ad industry for over 15 years, developing concepts and visual ideas for film, 3D animation and motion graphics. During his time in Germany, he has worked for internationally renowned post houses on multiple award winning campaigns and commercials. His main focus is on creative consulting, research and development, styleframing, art direction and animation direction.

ESTD 1769
Gordon's**Warsfeiner****Jägermeister****BECK'S****Hafferöder****Coca-Cola****PUNICA****Mamba****DEXTRO
ENERGY****Ricola****FERRERO****Bauer****O₂****mobilcom
debitel****netman**
The Fastest internet in Namibia**T-Mobile****1&1****life:)****FILMFEST
HAMBURG****sodastream****MONT
BLANC****Tchibo****hummel****Toppits****WELLA
PROFESSIONALS****L'ORÉAL****SYOSS****Unilever****Schwarzkopf****NIVEA****ASPIRIN****BRAUN****Fenistil****Henkel****HEXAL****BAYER****Nikon****SATURN****MediaMarkt****VARTA****OSRAM****SENNHEISER****TV Movie****inlingua****Deutsche
Sporthilfe****VIVA CON AGUA
SANKT PAULI****INITIATIVE
VERMISSTE
KINDER****AD****BOSS
HUGO BOSS****Pierre Cardin****NEWYORKER****A. LANGE & SÖHNE
GLASHÜTTE 1/SA****TOM TAILOR****KRISTIINE****Sparkasse****VHV
VERSICHERUNGEN****ZURICH****PROSEGUR****DEVK****Rabobank****Mercedes****BMW****VW****SKODA****Light****SUZUKI****Audi****PORSCHE****IAA****parku
THE PARKING APP****AXN****NBC**

#02

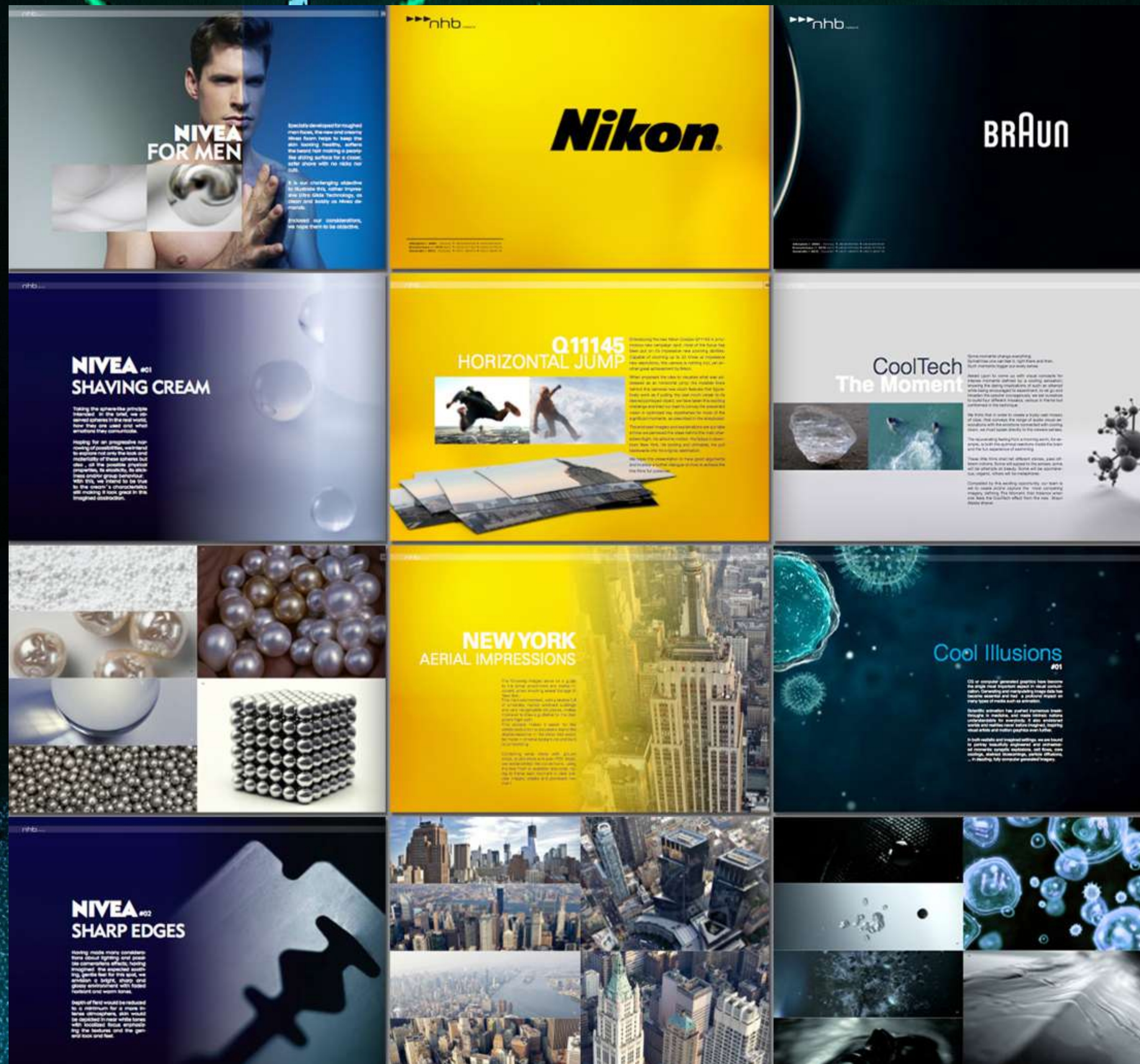
DESIGN THINKING

Heartfelt experience, vigorous collecting and organizing of both his inspiration and resource data enables Vitor to effectively apply his vision and creative input on projects in an outstanding way. Devoted to the pitch and usually dealing with tight deadlines to perform, he has created effective work solutions or creative content pools that optimize answers and minimize difficulties.

#03

CONCEPT DEVELOPMENT

Vitor develops visual solutions and counter proposals for each project through comprehensive, thoroughly illustrated presentations. Each task implies a case study of the brand, each product, its users, related content and previously developed market campaigns. With his extensive experience in art and communication, Vitor is known to be a pragmatic, dedicated pursuer of outstanding visual or conceptual solutions.





#04

STYLE FRAME

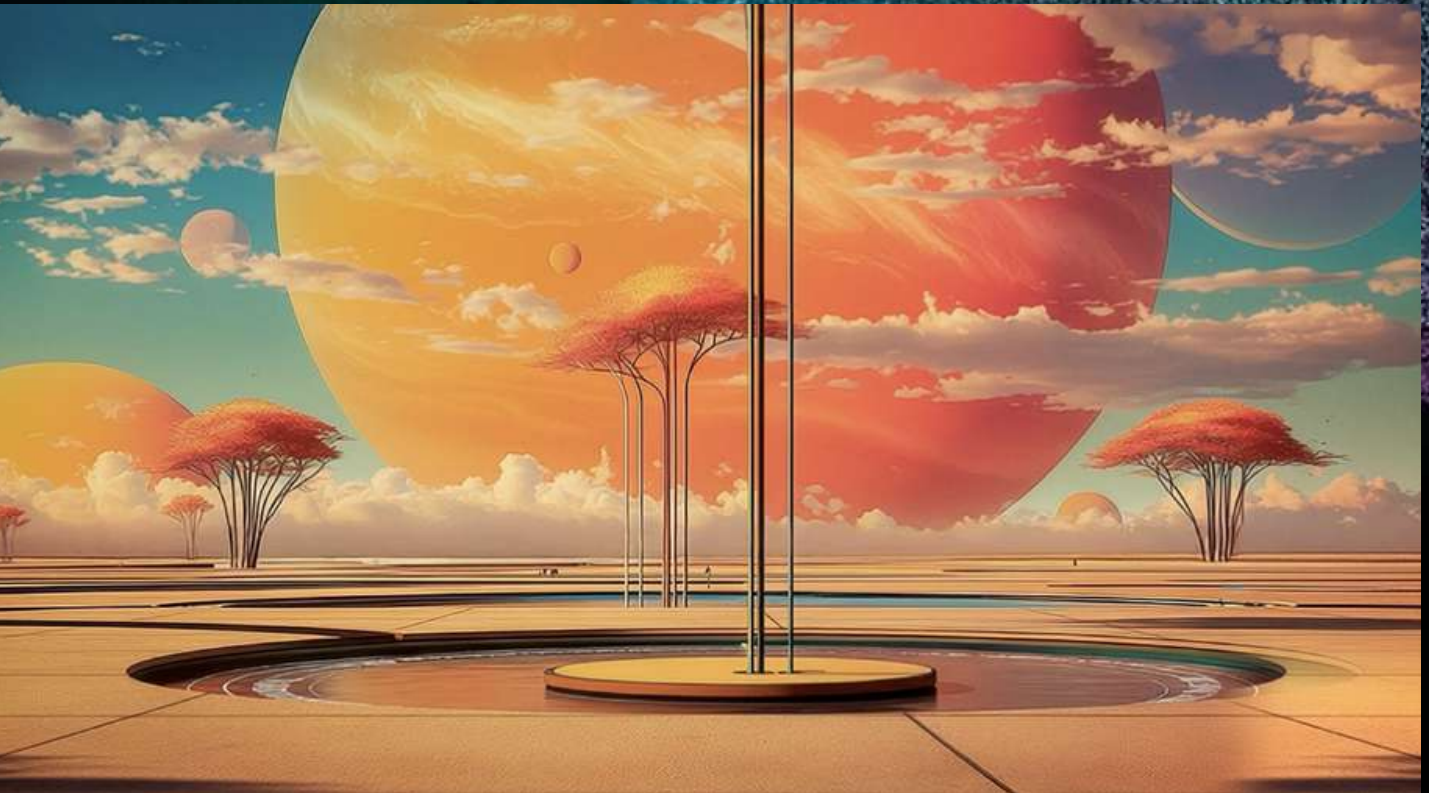
The core of Vitors strenghts is his ability to envision any suggested idea and to depict it visually strong and aesthetically coherent. Most projects have rather intense preproduction, concept development stages in which each script is

broken down in key visual moments and a whole consistent vision is put together gradually. These depictions, the styleframes, guide the film's production. The clearer the styleframe, the easier it is to transport an idea.



#04 **STYLEFRAME** /DIGITAL ART







#05

MATTE PAINTING

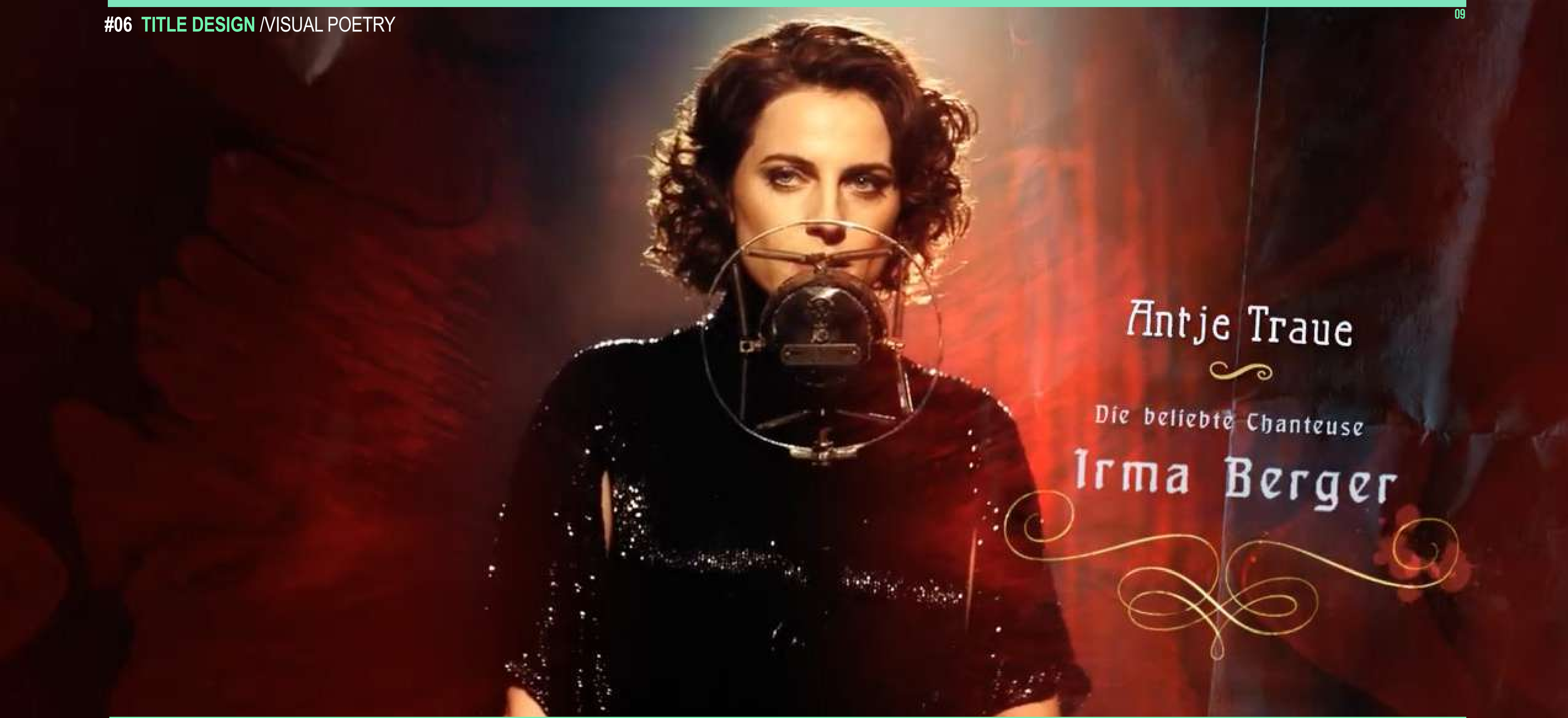
In digital film production, the composition of seamless setting (a landscape backdrop, a skyline or even a fictional environment) is called a matte painting. Fascinating that it's one of the oldest, most practical tricks in visual story telling.

In today's digital content productions, there is an abundance of creative tools, yet set extensions and environment replacement are now a standard in film making, magic and a powerful way to make the illusion work.



#05 MATTE PAINTING /DIGITAL COMPOSITING



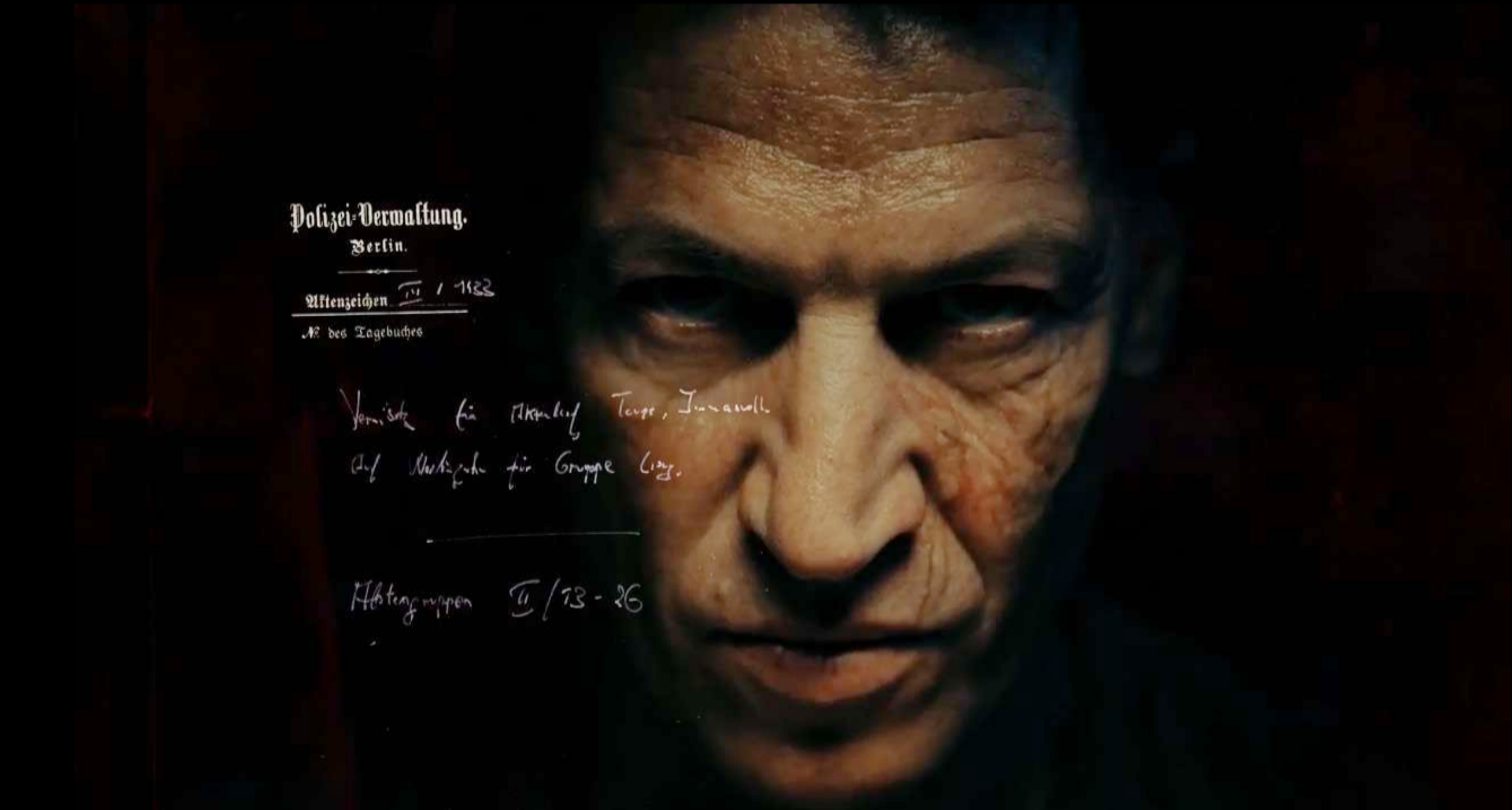
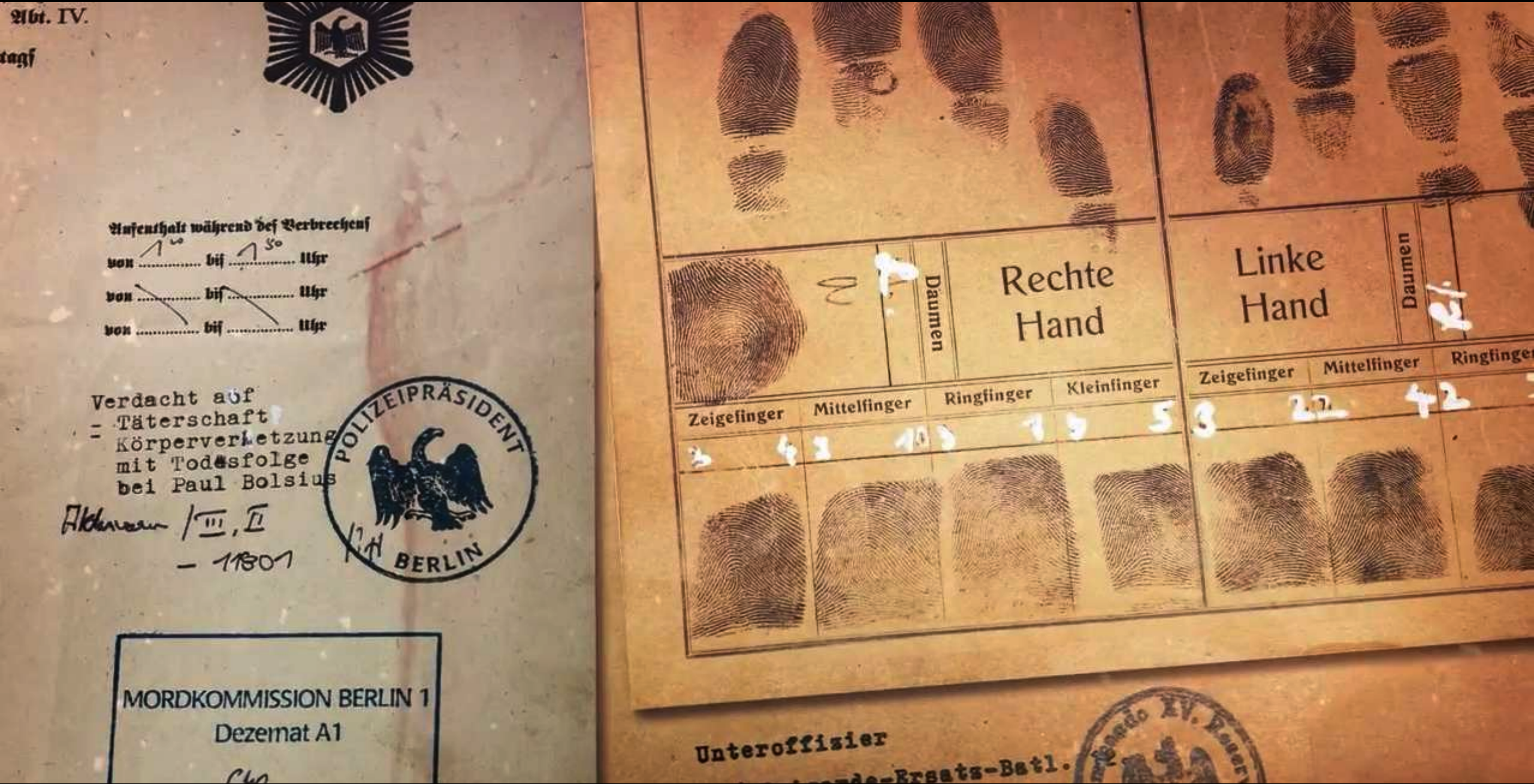


#06

TITLE DESIGN

The art of film title design is a subtle mix of typography, motion, and emotion, where a few seconds must establish tone, framing, and story. It requires a designer to think like a filmmaker, using pacing, texture, and a keen understanding

of narrative to create an opening that is not merely read but felt. Through dedicated study and practice, Vitor developed a strong sense for visual rhythm and a meticulous eye that is both conceptually resonant and cinematically cohesive.





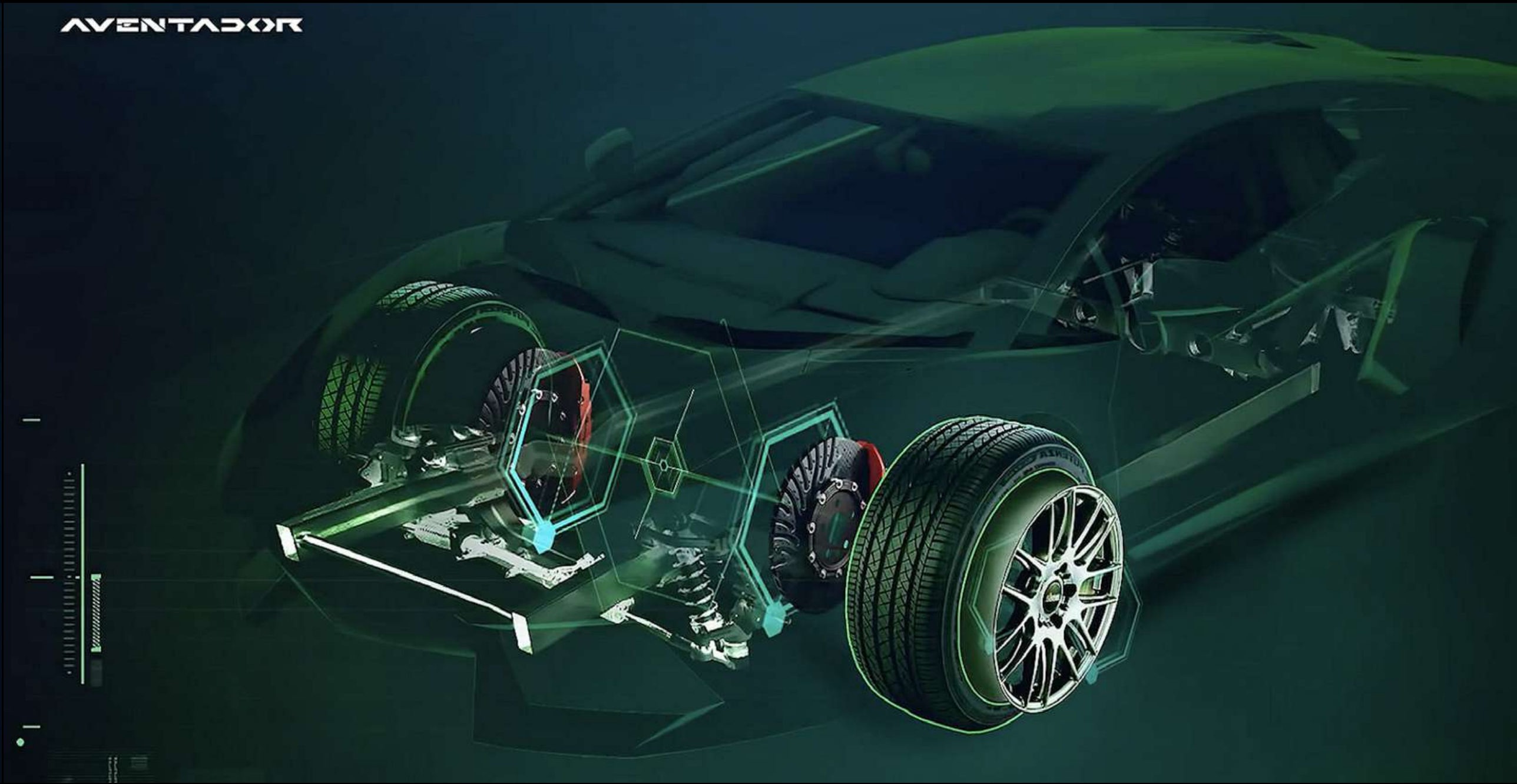
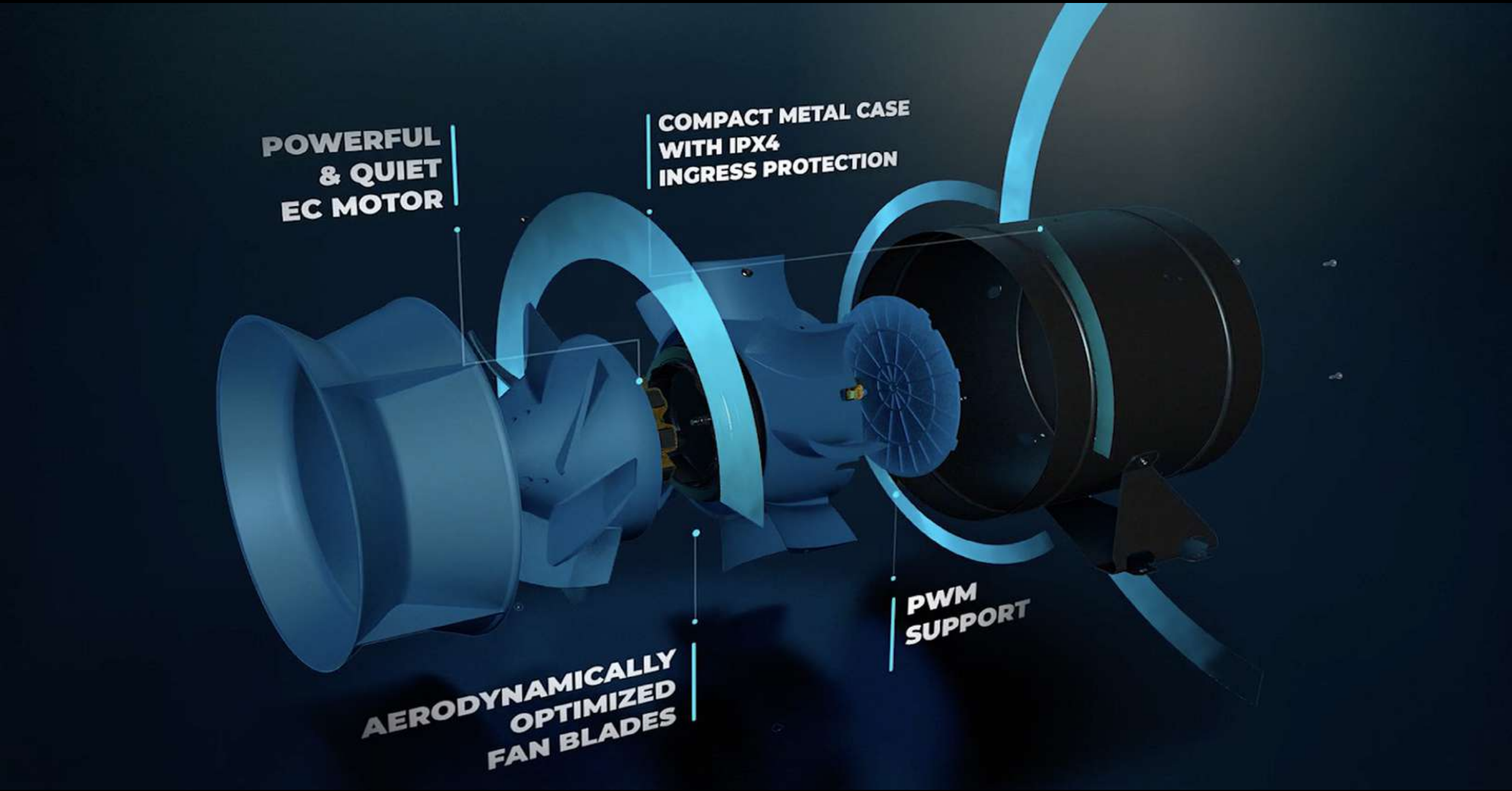


#07

UI/HUD DATA

In the realm of data design and information graphics, aesthetic clarity is not a luxury but a necessity; it transforms complex datasets into visually organized, intuitively understood narratives. Vitors expertise lies in crafting graphics that are not

only compelling but communicate with precision and impact. He excels at finding the elegant, accessible story within the numbers, ensuring every chart, diagram, and infographic is a model of both intellectual rigor and visual polish.





#08

MINDQUEST

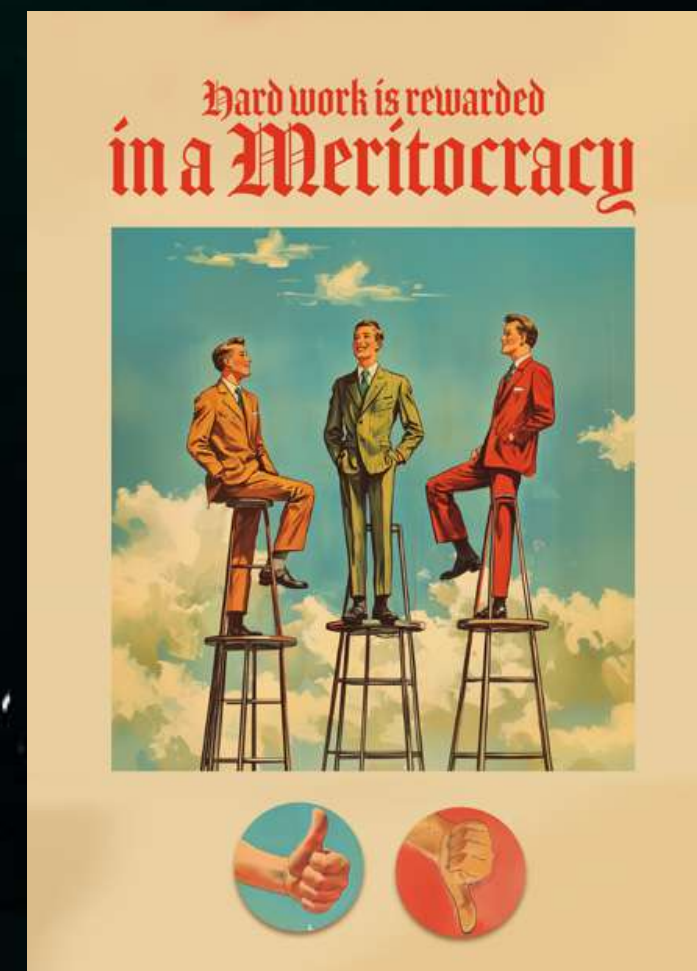
An interactive artwork that critically examines concepts of normality and social engagement. It presents users with 40 visual questions on socio-logical, economic, and humanitarian themes. These questions, embedded in a quiz styled after a bygone conservative era, encourage reflection on contemporary norms and values.

The work transforms viewers into active participants in a process of self-reflection, bridging individual experience with social reality. It encourages them to transcend their own cognitive limits and explore new perspectives on social issues and a nuanced engagement with social realities.

GAME MECHANICS

THE QUIZ APP

THE BOARD GAME



#09

DIRECTION

Either independently or closely together with teams of artists, Vitor tcan be called to take the lead in the production oriented tasks and decisions. He can guide look decisions as well as the general motion and cinematography of each shot, always considering the tangents of the creative process with the production pipeline.



SOLO EXHIBITION: “MINDQUEST”
NAVIGATING THE AMBIGUITIES OF MODERN POLITICS
RAUM LINKSRECHTS, GÄNGEVIERTEL HAMBURG

CONCEPTUAL ART, INSTALATION, INTERACTIVE QUIZ, CAMPAIGN



HEAVYSAURUS “DIE ANKUNFT”
EPIC SCIFI MUSIC VIDEO FEATURING HEAVY METAL
DINOSAURS

CONCEPT ART, CREATIVE DIRECTION, ANIMATION, COMPOSITING, EDITING



ESTONIAN SONG AND DANCE FESTIVAL
THE XXVIII SONG AND XXI DANCE CELEBRATION
“ISEOMA” EVENT TRAILER

CONCEPT ART, CREATIVE DIRECTION, ANIMATION, COMPOSITING, EDITING



2. PLACE: VITOR AGUIAR - A MATTER OF PERSPECTIVE
ALTONALE 'KUNST IM SCHAUFENSTER '2024
STEREOSCOPIC MEDIA INSTALLATION ON CONFIRMATION BIAS

ANIMATION DIRECTION



AÏNE 'CHANGES' MUSIC VIDEO
'CHANGES', THE NEW SINGLE FROM AÏNE'S EP
'NARRATIVE' ON OHXALA RECORDS.

CONCEPT, ANIMATION DIRECTION, AI PROMPTING, EDITING, COMPOSITING



"LIVE ART FESTIVAL" /KAMPNAGEL,HAMBURG
FESTIVAL DEDICATED TO EXPERIMENTAL ANTI-
FASCIST LIVE ART FORMS

ART DIRECTION, ANIMATION, COMPOSITING



"HOW LOW CAN WE GO" /KAMPNAGEL,HAMBURG
SYMPOSIUM EXPLORING SUSTAINABILITY AND OTHER
SOCIO-POLITICAL THEMES.

CONCEPT ART, CREATIVE DIRECTION, ANIMATION, COMPOSITING, EDITING



KENJI ENDO - CURRY RICE (A REMIX BY AÏNE)
AI MUSIC VIDEO

CONCEPT, ANIMATION DIRECTION, AI PROMPTING, EDITING, COMPOSITING

THANK YOU

FOR YOUR ATTENTION. I HOPE YOU HAVE ENJOYED THIS DOCUMENT AND FOUND THE IDEAS AND IMAGES WITHIN, TO BE AN INSPIRING SHOWCASE OF SKILL AND DEDICATION.

I TAKE ON EVERY CHALLENGE FROM A NEW PERSPECTIVE AND ALWAYS WITH GREAT EXCITEMENT AND ENTHUSIASM. I WOULD BE HAPPY TO WORK WITH YOU SOON.

VITOR AGUIAR - ART DIRECTOR / MOTION GRAPHICS ARTIST