

GABRIEL CATTE

gabrielcatte@gmail.com
+55 11 98742 7503

@gbrlctt
gabrielcatte.com

Designer and art director focusing on branding, visual identity systems, and digital projects.

Gabriel studied graphic design in São Paulo, graduating in 2015, and has been working since then on projects ranging from large to small scales for clients from diverse segments. With a special interest in culturally relevant projects related to art, music and lifestyle, his approach to work is driven by the desire to innovate and encompasses visual identity systems, art direction, illustration, digital and print design.

Clients and projects include Bradesco, Brastemp, Frango Assado, Laboratório Fantasma, Lello, Mills, Omie, Rappi, Terra, and Vivo.

WORK EXPERIENCE

anacouto, São Paulo
Senior Brand Designer
2025 – 2026

Worked on high-complexity projects such as organizing the brand architecture for Hospital Albert Einstein, working directly with the client's team, as well as large-scale projects like fintech company Asaas and Betânia Lácteos.

Pharus Bright Design, São Paulo
Senior Brand Designer
2024

As a freelancer, led the Tramontina rebrand from concept to delivery, and supported other major projects, including Guaraná Antarctica.

FIB, São Paulo
Senior Designer
2022 – 2023

As part of a small design studio, led the creation of brand identity projects for companies across different sectors and sizes. Also worked on art direction, illustration, web design, and editorial design.

Design Bridge and Partners, São Paulo
Brand Designer
2020 – 2022

As part of the branding team, developed brand concepts and complex, award-winning visual identity systems for local and global clients.

FIB, São Paulo
Graphic Designer
2017 – 2020

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EDUCATION

Bachelor's Degree, Graphic Design
Centro Universitário SENAC
2011 - 2015

AWARDS

2023 | D&AD
Graphite Pencil Award - Typography/Logos
Frango Assado

2023 | ADC Awards
Merit Honor - Brand/Communication
Frango Assado

2023 | FAB Awards
Silver - Retailer/Logo Design
Frango Assado

2019 | 13ª Bienal Brasileira de Design
Shortlist - Packaging/Audiovisual
Cólora

LANGUAGES

Portuguese
English