



CREATIVE DIRECTION · UGC & CONTENT CREATION · BRAND
STORYTELLING

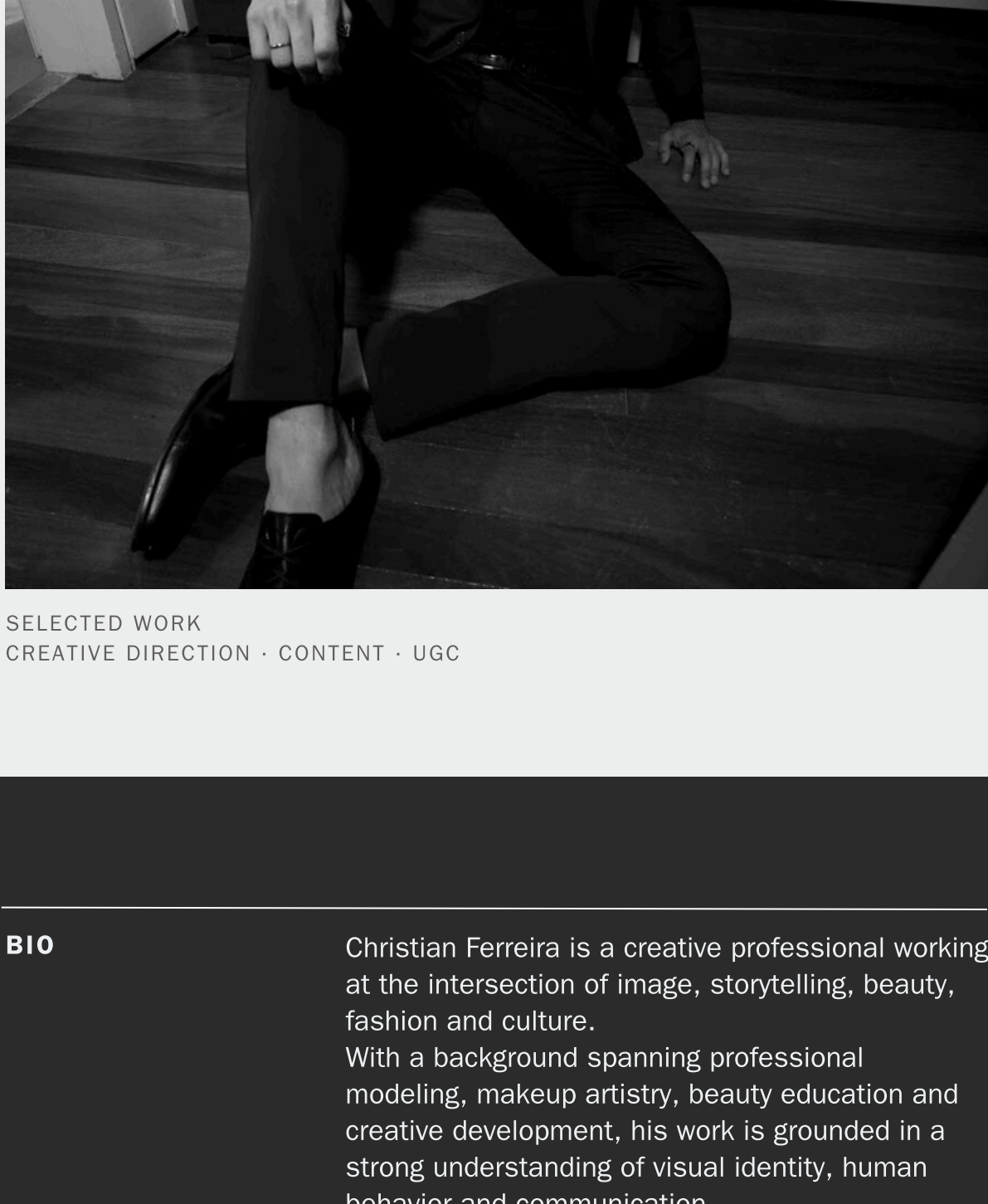
Christian Ferreira Direction

PORTFOLIO

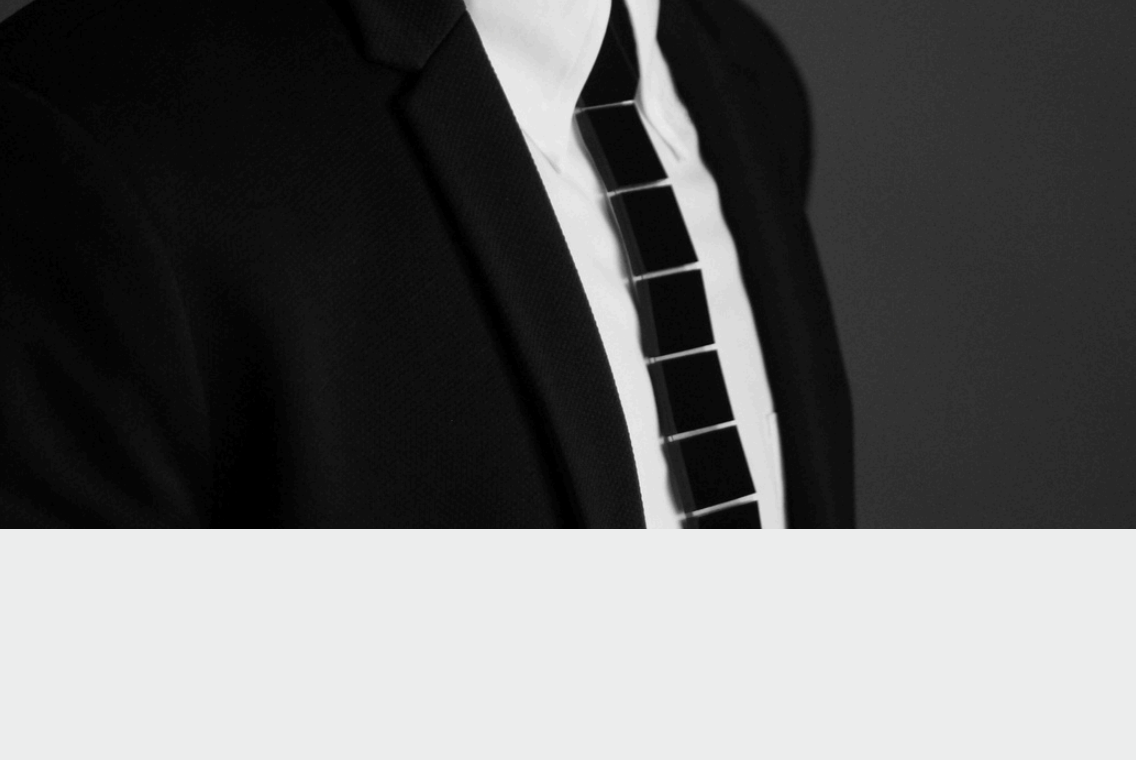


Ideas with a point of view. Content with a purpose.

I create visual concepts, short-form content and brand stories for beauty, fashion, lifestyle and culture-led brands — combining strategic thinking with a strong eye for image, narrative and aesthetics.



SELECTED WORK
CREATIVE DIRECTION · CONTENT · UGC



BIO

Christian Ferreira is a creative professional working at the intersection of image, storytelling, beauty, fashion and culture.

With a background spanning professional modeling, makeup artistry, beauty education and creative development, his work is grounded in a strong understanding of visual identity, human behavior and communication.

He approaches every project by looking beyond aesthetics — connecting concept, narrative and emotion to create content that feels intentional, distinctive and relevant.

MY APPROACH

I believe strong creative work begins with a point of view.

My approach combines visual sensitivity with strategic thinking — transforming an idea, product or brand message into content people can feel, understand and remember.

I work across creative direction, short-form content, UGC and visual storytelling, adapting the language of each project while maintaining a clear sense of identity.

The goal is simple: make the message impossible to overlook.

Creative Background

My creative background was built across fashion, beauty and visual storytelling — moving between the camera, the makeup chair and the creative process behind the image.

Working both in front of and behind the camera taught me to understand how an image is constructed, experienced and remembered. This perspective shapes the way I approach creative work today: connecting concept, aesthetics and human perception to create visual stories with intention.

FASHION

Professional modeling experience in Asia, Brazil and Europe, working across fashion, editorial and commercial environments. Being in front of the camera shaped my understanding of composition, movement, visual identity and how an image communicates beyond the product.

BEAUTY

Professional experience in makeup artistry, beauty education and product expertise, including my work with MAC Cosmetics. This background developed my eye for detail, color, texture and transformation, as well as a strong understanding of products and consumer experience.

CONTENT

Experience creating visual and digital content across beauty, fashion, lifestyle and personal projects. My practice combines concept development, image, short-form video and storytelling to translate ideas into content with a clear visual identity.

STRATEGY

A multidisciplinary approach informed by creative direction, communication and the study of human behavior. I use these perspectives to understand audiences, identify the core message behind an idea and develop creative concepts that connect aesthetics with intention.

Body of Work

Founder & Creative Director
Câmaras de Luz



An independent creative brand developed from concept to visual identity, combining brand strategy, storytelling and creative direction.

Creative Direction & Brand Strategy
Personal Brand Identities



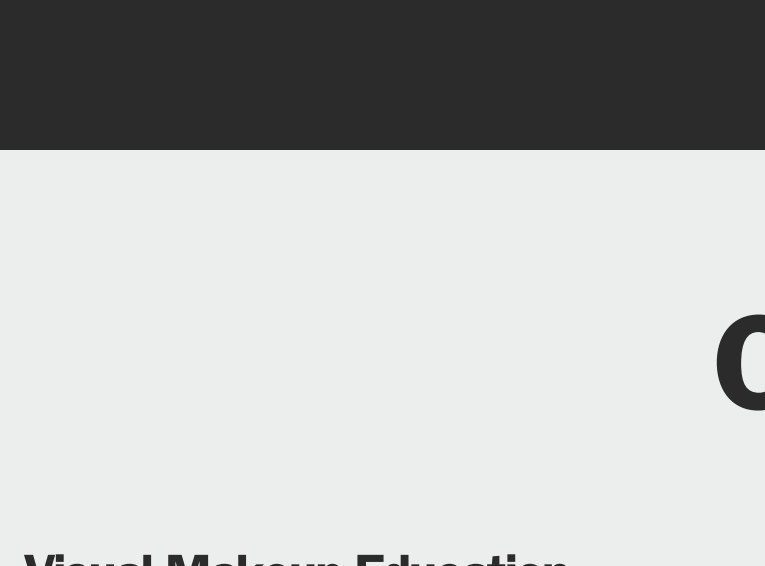
Strategic personal brand identities developed through positioning, storytelling, visual direction and editorial design.

Photography & Visual Storytelling
Fashion Photography



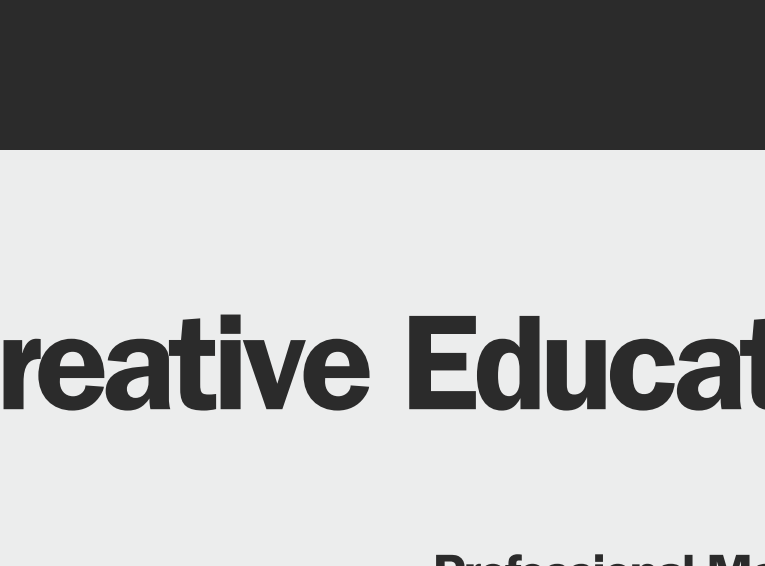
Editorial and portrait photography exploring identity, atmosphere and visual narrative through image.

Fashion
International Modeling



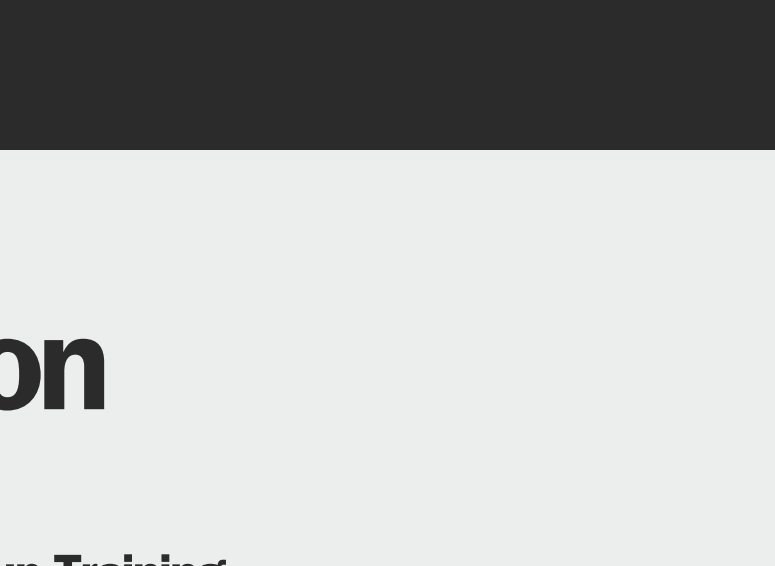
International editorial and commercial modeling experience, developing an instinctive understanding of image, movement and visual communication.

Creative Education
Fashion Makeup Training



Designed and delivered professional fashion makeup training, combining beauty technique, visual references and creative concept development.

Beauty
MAC Cosmetics



Professional experience in makeup artistry, beauty consulting and product education, developing a strong foundation in color, texture, product storytelling and consumer experience.

Different disciplines. One creative perspective.

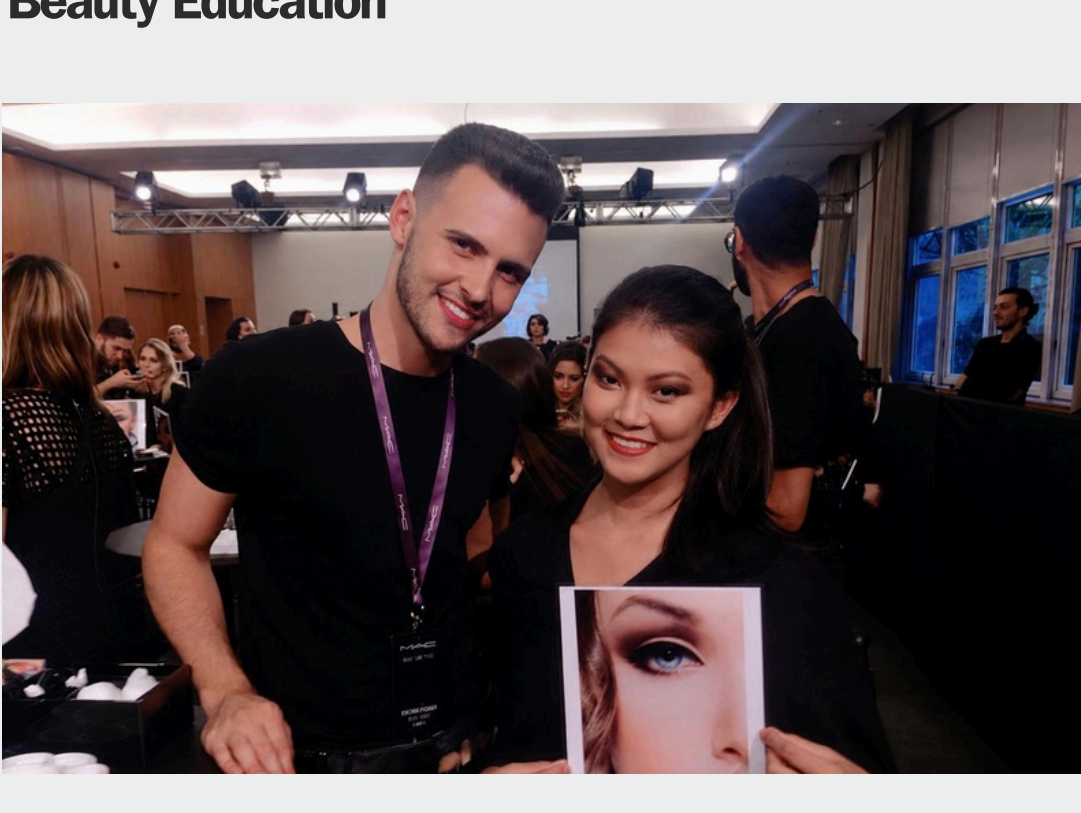
Creative Education

Visual Makeup Education



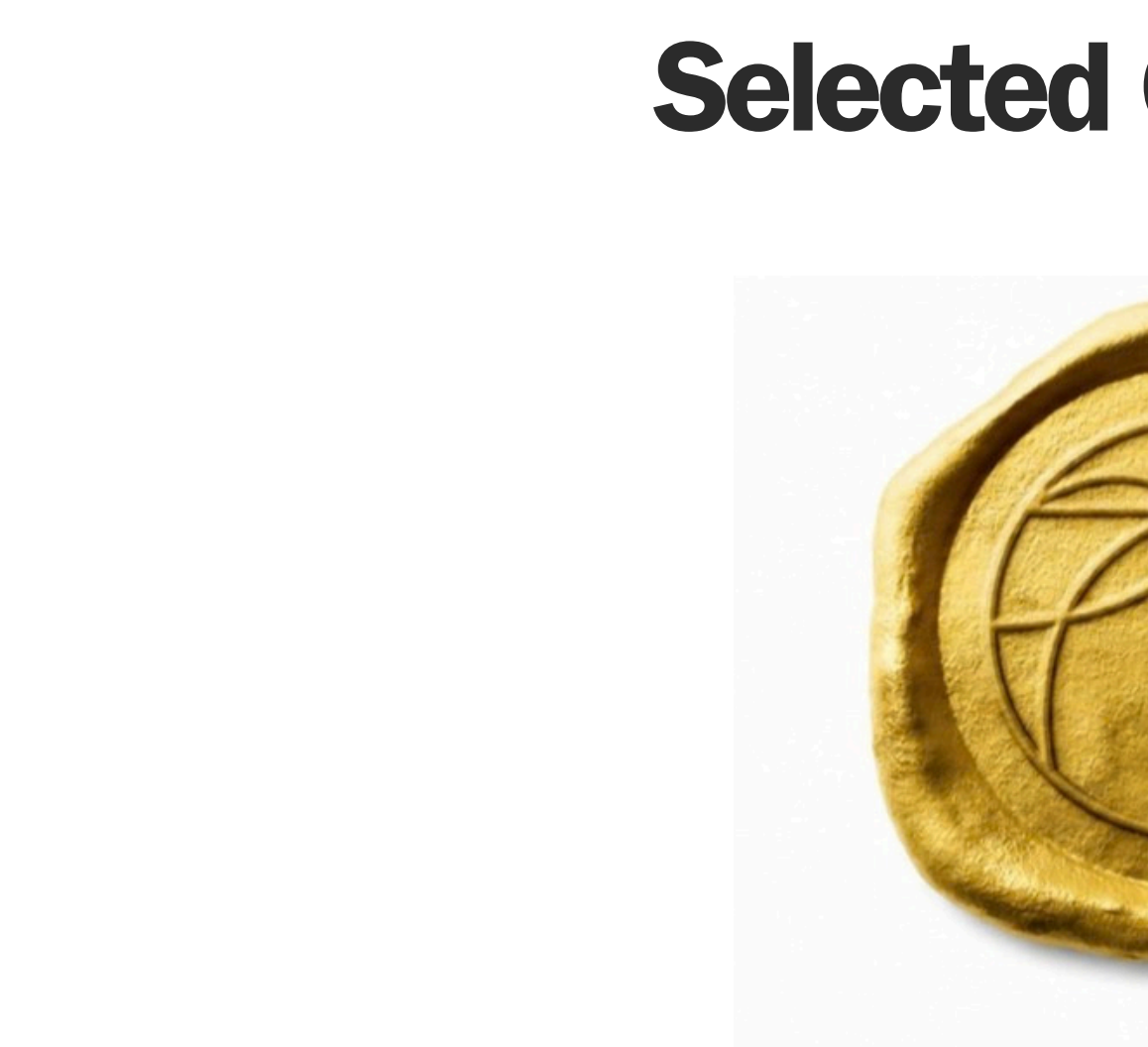
Developed face charts as visual tools for exploring color, technique and makeup concepts within a professional beauty environment.

Professional Makeup Training



Designed and delivered professional makeup training, combining technique, visual references and hands-on practice for aspiring makeup artists.

Creative Education & Facilitation



Led classroom-based learning experiences supported by original visual materials, translating creative concepts into clear and practical instruction.

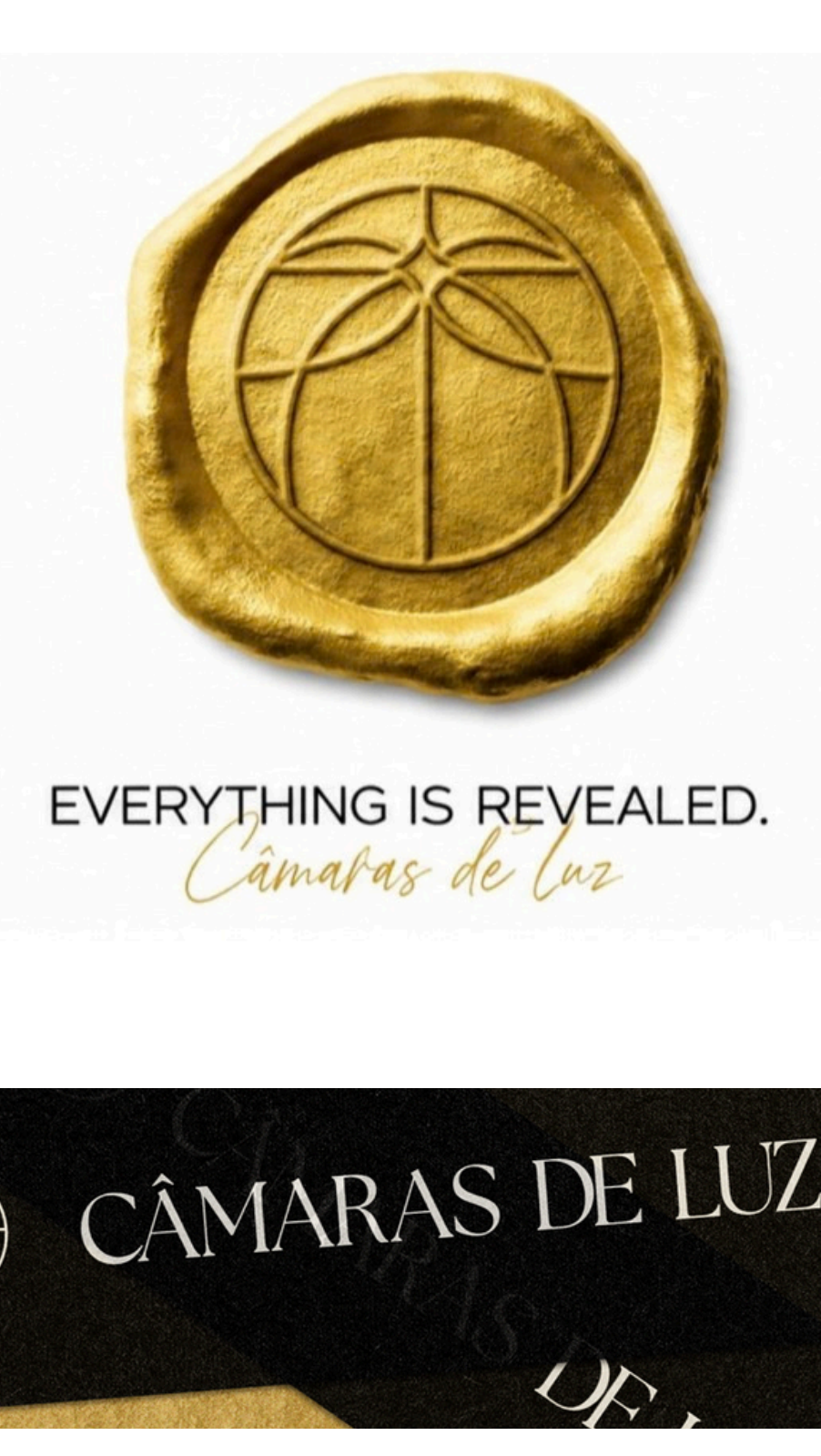
Beauty Education



Professional experience in makeup education, combining product knowledge, technique and live demonstration within a client-focused environment.

Translating creative knowledge into practical learning experiences.

Selected Case Study

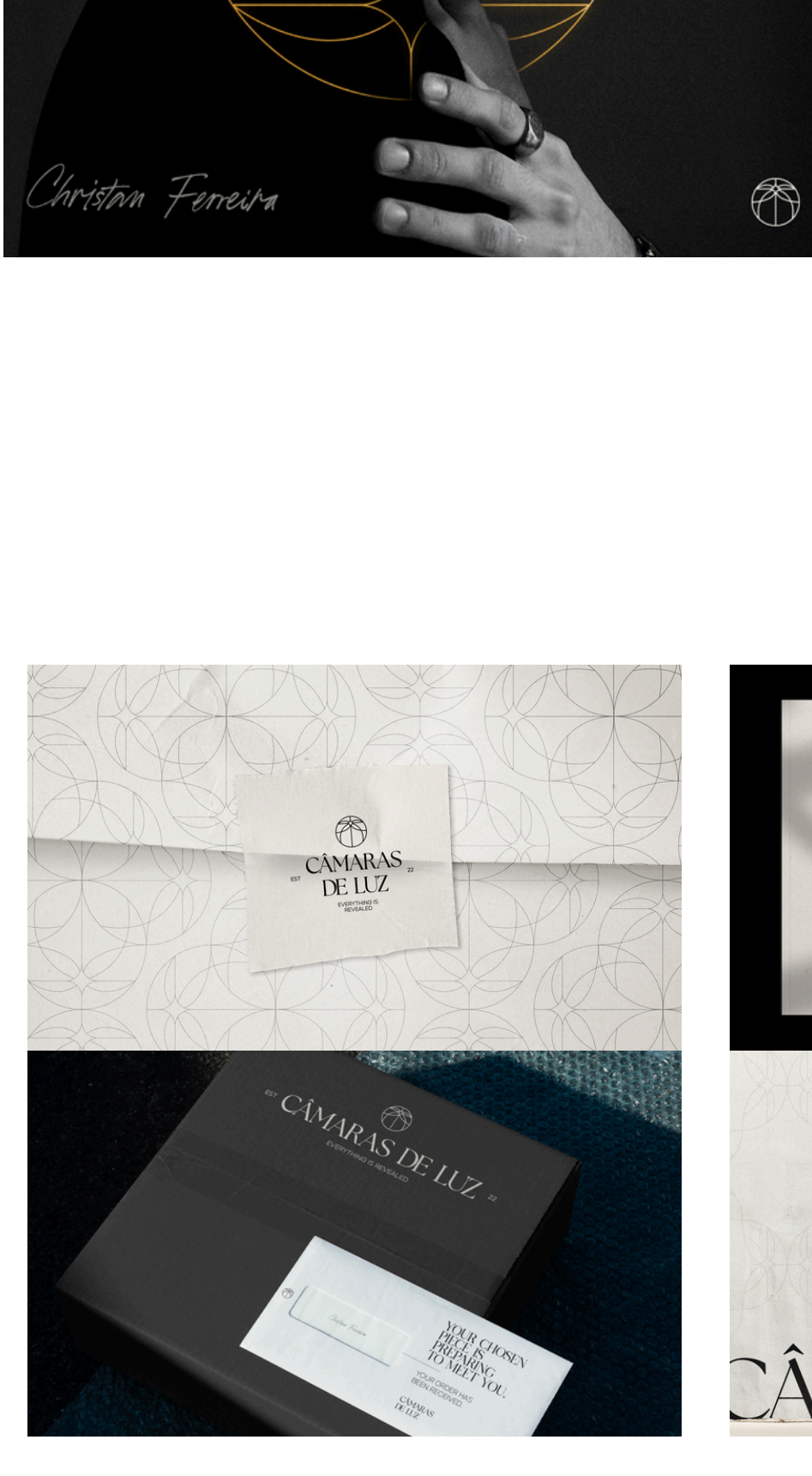


ROLE
Founder & Creative Director

SCOPE
Brand Strategy
Creative Direction
Visual Storytelling
Content Direction

Building a contemporary language for the sacred.

Câmaras de Luz is an independent creative brand exploring the intersection of spirituality, symbolism and contemporary culture. Conceived as a modern sanctuary, it brings together Tarot, ritual, art and self-knowledge within a distinctive visual universe.

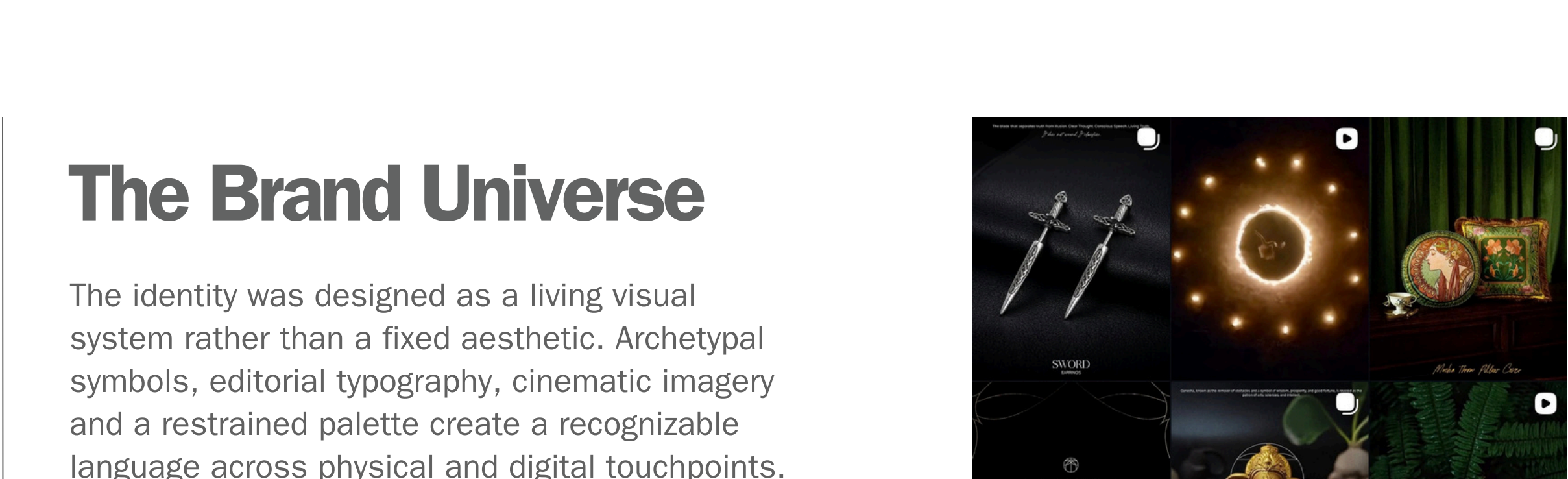


The Vision

How do you make the sacred feel contemporary without stripping away its mystery?

Câmaras de Luz reframes spirituality through a contemporary lens — preserving symbolism, ritual and archetypal depth while moving away from the visual clichés traditionally associated with the esoteric world.

Mystery · Symbolism · Revelation

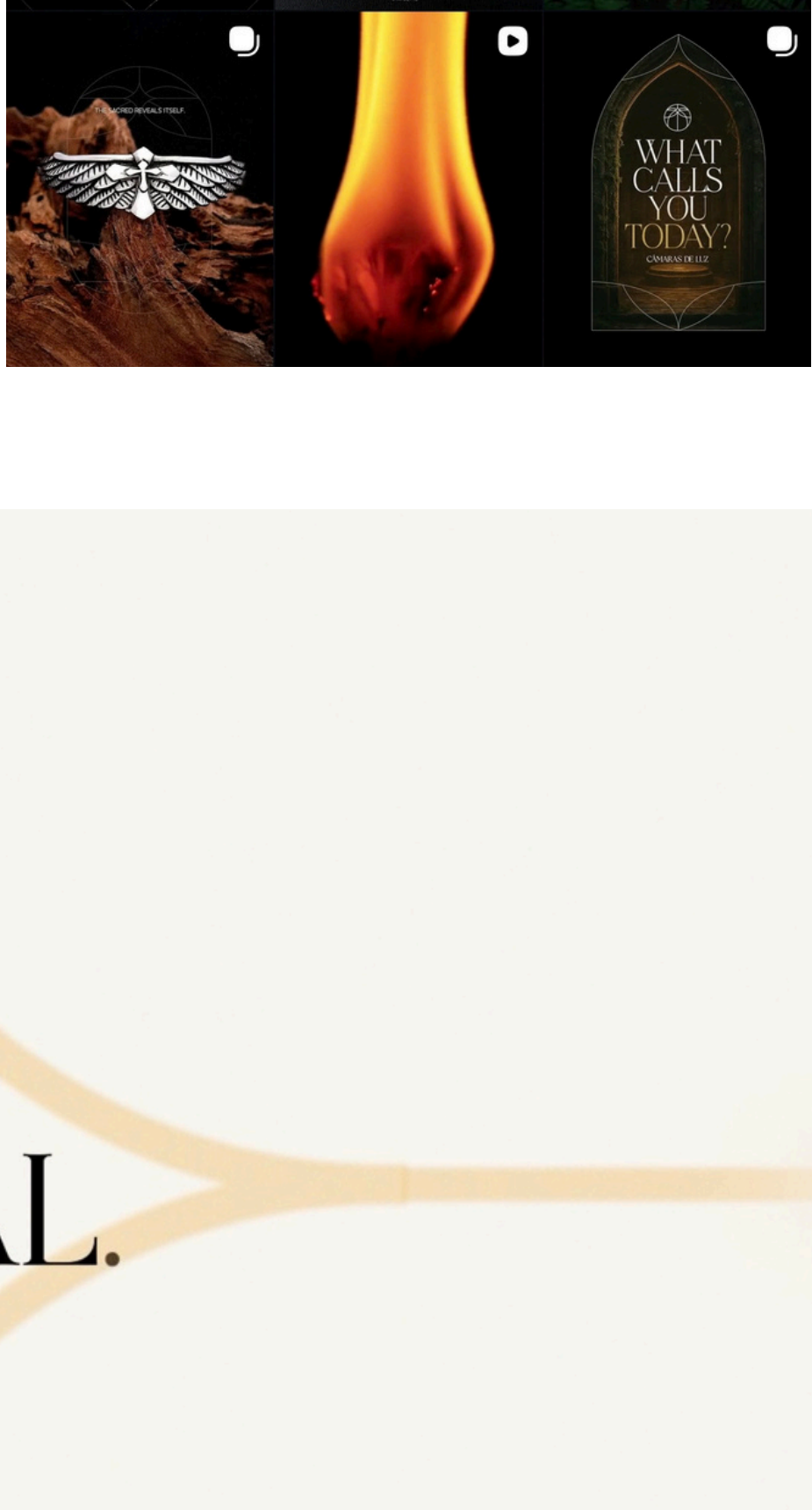


The Brand Universe

The identity was designed as a living visual system rather than a fixed aesthetic. Archetypal symbols, editorial typography, cinematic imagery and a restrained palette create a recognizable language across physical and digital touchpoints. From brand applications to social content, each element contributes to the same narrative — building a world around mystery, transformation and revelation while maintaining visual consistency across formats.

Ancient symbolism. Contemporary expression.

EXPLORE THE FULL CASE STUDY →
Brand Strategy · Identity · Creative Direction



each item
A PORTAL.

[WATCH THE FULL MOVIE ↗](#)
Brand identity developed in collaboration with Dudart Studio.

Services What I Do

Creative services shaped around strategy, identity and visual communication.

01 CREATIVE DIRECTION

Brand & Visual Direction
Concept · Art Direction · Visual Language

02 BRAND STRATEGY

Positioning & Brand Development
Brand Positioning · Narrative · Identity

03 PERSONAL BRANDING

Presence & Personal Identity
Positioning · Image · Storytelling

04 CONTENT DIRECTION

Content & Visual Storytelling
Creative Concepts · Social · Campaigns

05 FASHION & BEAUTY

Image & Creative Consulting
Fashion · Beauty · Image Direction

06 CREATIVE EDUCATION

Training & Workshops
Beauty · Image · Creative Practice

**LET'S CREATE
SOMETHING
WORTH REMEMBERING.**

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Available for freelance projects, creative collaborations and remote work worldwide.