

HELENA DIB

ARTCREATOR & MULTIGIRL

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ACADEMIC EXPERIENCE | COURSES AND DEGREES

+ MASTERS IN COMUNICATION AND SEMIOTICS

PONTIFICAL CATHOLIC UNIVERSITY SÃO PAULO - PUC (FEB 2019 - JAN2022)

+ POSTGRADUATE IN SET AND COSTUME DESIGN

FINE ARTS UNIVERSITY CENTER (JAN 2017 - JUN2018)

+ BACHELOR IN FASHION DESIGN

SANTA MARCELINA COLLEGE (JAN 2013 - DEZ 2016)

+ CREATIVE WRITING

FINE ARTS UNIVERSITY CENTER (JUL 2022)

+ FULL CINEMA

CINEMA'S INSTITUTE (JAN 2020)

+ SCRIPTS FOR TV

FINE ARTS UNIVERSITY CENTER (JAN 2019)

+ FASHION AND COSTUME PRODUCTION

CULTURAL CENTER B_ARCO (2016)

+ FASHION JOURNALISM

SANTA MARCELINA COLLEGE (2013)

PROFISSIONAL EXPERIENCE | SET DESIGN, COSTUME DESIGN AND MORE

+ COLETIVO PROJECT | DIRECTOR AND FOUNDER PARTNER

(2019 - now)

Producer of audiovisual content and aggregator of projects. In addition to founding the company, she is a managing partner in the design and development of projects, script writing, creation and execution of art and costumes. The company works by solving problems with agility and aesthetic cohesion, delivering complete audiovisual products such as: digital content, advertisements, video clips, institutional pieces, short and feature films. Clients: UOL, Midas Music, Square Pixel Filmes (Brahma, SoulSmile, Grupo Boticário), Inmagic Group, Sony Music, Warner Music, Mundo Content etc.

+ MIDAS MUSIC | CREATIVE COORDINATOR AND EXECUTIVE PRODUCER

(2017 - 2022)

Started at Midas Music (label) before the creation of the audiovisual production company, serving artists as a stylist. As the production company was born and grew, she assumed new positions as: art director, screenwriter and producer until in the last year and a half she became creative coordinator and executive producer of all audiovisual projects for the production company and the record company.

Clients: Vitor Kley, Luiza Possi, Titãs, Bro'z, Amado Batista, Juliana Silveira among others.

+ SCRIPT | SCRIPT AND PROJECT DESIGN

(2017 - now)

It works in the elaboration of scripts and project design, especially linking product placement

and artistic concept. She developed scripts for video clips, commercial actions, programs and television formats.

Projects: TV WA programming, music videos (Midas Music, Sony Music, Warner Music, Inmagic Group, CHX 50 years, etc), lives, advertisements and product placement (Nivus + Vitor Kley)

+ SET DESIGN | ADVERTISING, CINEMA, EVENTS AND VIDEO CLIP

(2017 - now)

Development of art projects, scenery, set design for music videos, advertisements, cinema and digital content. More than 150+ video clips delivered, 100+ digital content programs, 20+ advertisements.

+ STYLING AND COSTUME DESIGN | ADVERTISING, TV, CINEMA AND VIDEO CLIP

(2015 - now)

Personal stylist for artists such as: Vitor Kley, Júlia Rezende, Laís Bianchessi, Weks and Clara Aguilar, working in the design, production and styling of costumes for music videos, shows, presence at events and television presentations. More than 200+ video clips delivered with artists from different segments: Lagum, Lara Silva, Jolt, among others.

Costume designer in advertising projects such as Boticário, Panco and XP Investimentos and in shorts and the feature film "Fora de Cena".

+ PROFESSIONAL HISTORY | TRAJECTORY

(2013 - now)

She started her career in the fashion world in a purer way (catwalks and ateliers) until she discovered the costume. She started at TV Cultura and soon went to the cinema where she participated in projects such as the series: Entre o Céu ea Terra (Canal Brasil), Drunk History (Comedy Central), Toda Forma de Amor (NOW); The short film "O Cão foi quem boto pá néis bebe" and other projects. At Midas Music, she had the opportunity to develop the production company together with the label and decided, together with her partner, Lueli Marks, to create her company Coletivo Projetc to dive into the audiovisual universe bringing quick and creative solutions. Plurals. Being part of all the processes made it much easier to coordinate people.

LANGUAGE | FLUENCY

+ PORTUGUESE | NATURAL

+ ENGLISH | FLUENT

+ SPANISH | BASIC

+ FRENCH | BASIC

PROGRAMS | DIGITAL DOMAIN

+ ADVANCED | Office, Adobe Photoshop, Corel Draw, Wix

+ INTERMEDIARY | Premiere, Illustrator.

+ BASIC | After Effects, Indesign.

GOALS | THE NEXT STEP

+ ACADEMICS

Do an MBA in Communication and Marketing at ECA - USP and extension courses in screenwriting and audiovisual creation at UCLA and be part of the DDW+ program at the American Film Institute.

+ PROFESSIONAL

Expand Coletivo Project, increase the service front and direct my energies as an individual to work in fiction production (film and streaming).

DREAMS | PURPOSES

+ I want to work for a change in the way of thinking about the fourth sector industry with education and culture, contributing to the expansion of the creative economy generating jobs and opportunities.

+ Propose intersections between academic research and the job market.

+ Collaborate for fairer and more equitable means of production for social and educational purposes

+ Propose innovations linking technology and creative processes and, who knows, one day, teach.