[ABOUT] · NO FLUFF. THE WORK DOES THE TALKING.

TIAGO BASTOS

HEAD OF CREATIVE. BRAZILIAN. DUBAI. RHINO WITH GLASSES.

NOW	THINK HUMAN CREATIVE · DUBAI · ABU DHABI · CAIRO
BEFORE	EDELMAN · WUNDERMAN THOMPSON · VMLY&R · F.BIZ · LEO BURNETT
MARKETS	BRAZIL · SAUDI ARABIA · UAE · GCC & MENA



HEAD DOWN. HORN UP.

CREATIVITY IS THE REAL *intelligence.*

[THE RULE] · SINCE 2003

AI is the engine. That's it. The idea is still the smartest thing in the room.

HEAD DOWN. *Horn up.*

20+ years. 3 continents. One rule. From Leo Burnett São Paulo to Wunderman Thompson, Edelman and now Head of Creative at Think Human in Dubai, I build work that wins the boardroom before it wins the jury.

I mute the noise and chase the signal: the real problem behind the brief, and the number it has to move. I hire the personality and train the talent. I pick the right fights, sometimes with clients. They love it.

And I put AI where it belongs. **AI is the engine. I'm the creative intelligence.** The engine does the miles, I pick the road. Cheaper, faster, never the idea.

3	GRANDS PRIX
5	CANNES LIONS
39	METALS
152	TIMES ON THE LIST 15 SHOWS
3	GRAND JURIES

WORK THAT *sold.*

[TOP 3 OF 17] · FULL CASES AT TBASTOS.ME

WOMEN FOR CHANGE · EDELMAN · 2025

THE UNBURIED CASKET

No march. A funeral. The casket reached the Union Buildings and the President declared gender-based violence a national disaster.

1.1M	2B	9x
SIGNATURES	EARNED IMP.	DONATIONS

★ 2 CANNES LIONS · DRUM GP · GRAND EFFIE

HEINZ · WUNDERMAN THOMPSON · 2022

THE UNSTAINABLE THOBE

The real brief was never ketchup. It was the white thobe. So we made one ketchup can't touch. The GCC ate fearlessly.

9M+	2M+	+61%
REACH	EARNED	SENTIMENT

★ DUBAI LYNX GRAND PRIX · CLIO · D&AD SL

STC · VML · 2023

BAITY BATTLE

The first Fortnite island synced to the Saudi sun. One more round, zero cold iftars. Subscriptions went up.

4M+	12M	+16%
PLAYERS	MINUTES	SUBS

★ DUBAI LYNX SILVER + BRONZE

THE *road.*

20+ YEARS · 10 AGENCIES · 3 CONTINENTS

2025 → NOW
DUBAI, UAE

THINK HUMAN CREATIVE

HEAD OF CREATIVE

- Runs creative for a crew of nine across **Dubai, Abu Dhabi and Cairo**, including the push into Egypt.
- Turned AI production into a **billable agency service**: Higgsfield, Midjourney, Kling, Magnific, Claude. Custom workflows per client.
- **11+ pitches and launches** running at once. Zero dropped balls.
- Live on stage at Campaign ME: brief to finished film, **3 days → 45 minutes.**

2025
UAE & KSA

EDELMAN

CREATIVE DIRECTOR

- Co-led **The Unburied Casket** for Women For Change: 2 Cannes Lions, Drum Grand Prix, Grand Effie, 7 Dubai Lynx metals.

2024
DUBAI, UAE

YOU EXPERIENCE

CREATIVE DIRECTOR

- **8 pitches won** in 10 months. Closer client partnerships, a team people wanted to stay in.

2020 → 2024
DUBAI, UAE

WUNDERMAN THOMPSON MENA

CREATIVE DIRECTOR · WPP

- **Heinz Unstainable Thobe:** Dubai Lynx Grand Prix, Clio, D&AD shortlist.
- **stc Baity Battle** (4M+ players, +16% subs) and **stc Hearing Trade**: old phones turned into affordable hearing aids.
- Burger King Hot Chilli Lovers: a burger so hot it set off the sprinklers. Sold out.
- **5 pitches won.** The agency's award engine.

2019 → 2020
DUBAI, UAE

VMLY&R

ASSOCIATE CREATIVE DIRECTOR · WPP

- Led a team of 6 creatives. **3 pitches won.** First chapter in the GCC.

2014 → 2019
SÃO PAULO, BR

F.BIZ

SENIOR ART DIRECTOR & CREATIVE STRATEGIST · WPP

- Built digital firsts with **Google, Facebook and Snapchat. 9 pitches won.**

2011 → 2014
SÃO PAULO, BR

LEO BURNETT TAILOR MADE

SENIOR ART DIRECTOR

- Fiat, Samsung, Disney, P&G, Gillette, Pampers, Kellogg's. **Leo World Award** for the Avengers launch posters.

2003 → 2011
BELO HORIZONTE, BR

THE EARLY ROUNDS

ART DIRECTOR · FALA! · 2004 COMUNICAÇÃO · AD.COMPANY

- Retail for Fiat, Hyundai, Jeep and Honda. Awarded by the Minas Gerais Creative Club. Learned to draw, sell and survive.

THE *shelf.*

15 SHOWS

3	39	113
GRANDS PRIX	METALS	SHORTLISTS

Cannes Lions	2 Silver, 3 Bronze	11 SL
Dubai Lynx	Grand Prix, Gold, 6 Silver, 7 Bronze	24 SL
The Drum	Experiential Grand Prix	
Effie SA	Grand Effie	
Effie	Gold, 3 Silver	9 SL
Cresta	Silver, 5 Bronze	15 SL
MAD Stars	Silver, Cristal	20 SL
Epica	2 Silver, Bronze	3 SL
Clio	Bronze	6 SL
Loeries	Bronze	2 SL
One Show	Merit, Finalist	7 SL
NY Festivals	2 Finalists	6 SL
CCSP	Merit	3 SL
ATHAR		6 SL
D&AD		1 SL

THE *jury.*

AdForum PHNX 2026
FINALISTS JURY · 7 CATEGORIES

AdForum PHNX 2024
GRAND JURY + FINALISTS

New York Festivals 2023
GRAND JURY

MAD Stars 2022
GRAND JURY

THE *rest.*

Marketing & Advertising · UNIBH 2005
Fine Arts · Bachelor
Digital Marketing & Social Media · ESPM 2018

Languages · English, Portuguese, Spanish

Barkin, side hustle. Handmade bags, each one designed around a real UAE shelter dog. Proceeds go to the shelter.
BARKIN.LIVE

[SAY HI] · BRAVE CLIENTS, FOUNDERS, CEOS AND STAGES

GOT A BRIEF? SAY *hi.*

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