



## CV JULIO KOHL

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### PROFESSIONAL SUMMARY

Professional photographer with over 15 years of experience in still photography, product photography, e-commerce, editorial portraiture, and art direction. Holds a Bachelor's degree in Visual Arts from ECA/USP, with complementary training in UX Design and cinematography. Career combines solid technical foundation with an artistic and contemporary perspective. Experienced in managing high-volume photo studios, serving major brands, publishers, production companies, and cultural institutions. Develops personal work in electro-etching, photography, and oil painting, with exhibitions in Brazil and abroad. Seeks to integrate UX Design knowledge into the creative process to deliver visual solutions that unite aesthetics, poetry, and functionality.

### PROFESSIONAL EXPERIENCE

#### Independent Photographer

2022 – Present

Serving clients in editorial, institutional, cultural, and commercial segments. Responsible for still photography, product photography, editorial portraiture, image management, and photographic production.

- Instituto Pedra (2024-2025): Still photography for documentation and cataloging of the institute's collection. Work requiring technical precision and sensitivity to portray artworks and historical items.
- Usina Iluminação (2025): Still image production for brand catalogs and marketing materials. Ensuring visual consistency and enhancing product value.
- O2 Filmes (2023): Still photography for production company projects, including scene registration and making-of content.
- Overcome Clothing (2021-2022): Complete photographic coverage for e-commerce and product marketing. Still photography and live model photography.
- Companhia das Letras (2019-2021): Still photography of books for promotional materials and editorial archive.
- Fundação Roberto Marinho (2019-2021): Still image production for the Museum of Portuguese Language installation. Portraying collection items with technical rigor and adaptation to exhibition design.
- Sesc São Paulo (2019): Photographic documentation of artworks from the exhibition "Meta-Arquivo: 1964-1985." Exhibition documentation for

institutional and promotional purposes.

- Newline Iluminação (2018-2020): Still photography for product catalogs. Emphasis on lighting quality and technical detail.
- UOL / Folha de São Paulo Newspaper (2020-2021): Editorial portrait sessions. Capturing the personality and essence of interviewees in a dynamic journalistic context.

### **Kohl&Kohl Studio**

\*2009 – 2018\*

Management and operation of a photography studio specialized in fashion, e-commerce, and still photography. Responsible for fashion photography, product photography, video production, image editing, post-production, and database organization.

- Track&Field (anchor client): Photographic operation for the brand's e-commerce store. Live model photography, product stills, video production, editing, post-production, and image database organization.
- Santa Rita Filmes Production Company: Still photography for the series "Comer Bem Que Mal Tem?" and "Roupa Ideal," aired on Sony Channel Brazil.
- Amap Digital Agency: Still image production for Asics and Onitsuka Tiger brand campaigns and catalogs.

### **Photography Assistant**

Prior to 2009

Assisted renowned photographers in campaigns for major advertising agencies.

- Assistant to photographers: Du Ribeiro, Felipe Hellmeister, and Fernando Laszlo.
- Worked on campaigns for agencies: Ogilvy, W/Brasil, Young & Rubicam, and Fischer America.
- Experience in print journalism as a photographer: O Estado de São Paulo Newspaper (Paladar, Modo de Vida e Cultura supplements, Social column by Chris Mello).

### **EDUCATION**

#### **Bachelor's Degree in Printmaking**

School of Communications and Arts, University of São Paulo (ECA/USP)  
Department of Visual Arts

## **ADDITIONAL COURSES**

### **Google UX Design Professional Certificate**

Coursera / Google | Completed 2024

Set of 6 courses covering: UX fundamentals, user research, wireframes, low-fidelity prototyping, high-fidelity prototyping, Figma interface design, UX research, concept testing, responsive design, and dynamic websites.

### **Practical Cinematography**

ABC – Brazilian Film Academy / Abrafoto | 2018

Course taught by Carlos Ebert focusing on cinematography techniques.

## **EXHIBITIONS AND AWARDS**

- 2014 – Group Exhibition "Instagramny! Retratos do Afeto". Marta Traba Gallery, Memorial da América Latina (São Paulo)
- 2004 – Group Exhibition "Foto Dissolvida". Sesc Pompeia – International Photography Month (São Paulo)
- 2000 – Group Exhibition "110100". Casa das Rosas State Gallery (São Paulo)
- 1998 – Finalist – Visualidade Nascente 7 Art Competition (USP/Editora Abril). Exhibition at Centro Cultural Maria Antonia/USP
- 1997 – Finalist – Visualidade Nascente 7 Art Competition (USP/Editora Abril). Exhibition at MAC/USP and USP campus exhibitions
- 1997 – Group Exhibition "Segunda Semana de Arte e Cultura". USP Campus
- 1997 – Group Exhibition of Visual Arts Students. ECA 30 anos/USP
- 1996 – Finalist – Chivas Regal Competition "Creativity on Campaign Theme" (Ogilvy & Mather Agency). Work exhibited at Seagram Headquarters / Seagram Building, New York (USA)

## **CORE SKILLS**

• Still Photography • Product Photography • Fashion Photography • Editorial Portraiture • E-commerce • Image Management • Image Editing • Post-Production • Database Organization • Studio Lighting • Art Direction • UX Design • User Research • Wireframes • Prototyping • Figma • Interface Design • Photographic Production • Video • Electro-Etching • Oil Painting

## **KEY CLIENTS**

Track&Field • O2 Filmes • Companhia das Letras • Fundação Roberto Marinho • Folha de S.Paulo • UOL • Sesc São Paulo • Instituto Pedra • Newline Iluminação • Usina Iluminação • Overcome Clothing • Santa Rita Filmes Production Company • Amap Digital Agency • Asics • Onitsuka Tiger