



ATS - 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

2018 – 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 – 2017

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: O Estado de São Paulo Newspaper (Paladar, Modo de Vida e Cultura supplements).

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