

about

My name is Rui Ferreira, I'm a creative, technologist, compulsive researcher and hands-on experimentalist. Based in Lisbon

Becoming a creative technologist was a consequence of years spent seeking technology to enhance whatever else I was doing at the time.



now

Creative Technology Lead, Oliver Wyman Creative Studio
Leading a team of creative technologists, spearheading the efforts in AI adoption, procedural design systems, internal tooling, and special client-facing projects.

background

Started as a copywriter, then shifted into strategy, then I quit for a few years in academic research and then came back to advertising as a technologist.

work

- [2023 — 2025]

Senior Creative Technologist, Superside

Led an atomic team within the applied research division, New Horizons, later GenAI Excellence, reporting to the ECD.

Key accounts: The Economist, Vimeo, Nvidia, Palo Alto Networks, Microsoft [Dev], Airbnb, Wise
- [2021 — 2023]

Creative Strategist, WYgroup

Built the bridge between creativity, strategy, and technology in branding, campaign, digital products and activations.

Key accounts: Volkswagen Group, Dia Company, Sagres (beer), Instituto da Segurança Social, OK! Seguros, Fidelidade Seguros, Luso (water)
- [2017 — 2021]

Researcher in Innovation Management, University of Bragança and Interior North (home)

Research in collaborative design methodologies applied in Industry-Academia open-innovation projects.

Tampere University of Applied Sciences (Finland); Université Côte d'Azur (France); UTFPR (Brasil).

education

- 2020

Post-grad in Innovation Management, University of Bragança and Interior North
- 2018

Post-grad in Internal Business Management, Tampere University of Applied Sciences
- 2016

Bachelors in Marketing, University of Bragança and Interior North

languages

Portuguese, native English, fluent Spanish, proficient