

New York Art Life Publishes Exclusive Interview with Internationally Recognized Creative Director Arthur Régis Carmo

The NYC-based Creative Director and Illustrator behind work for Nike, Google, and Salford City FC reflects on creative leadership, AI, and the art of listening.

CHELSEA, MANHATTAN, NY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- New York Art Life Magazine, the digital publication dedicated to the artists, innovators, and creative leaders shaping culture in New York City, has published an exclusive, in-depth interview with Arthur Régis Carmo, the internationally recognized Creative Director, Art Director, and Illustrator. The feature appears this week on the magazine's digital platform and is available now to readers worldwide.



Arthur Régis Carmo, Creative Director, Art Director, and Illustrator based in New York.

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Good design isn't imposed; it's uncovered. I just try to stay quiet enough to hear what's already there.”

Arthur Régis Carmo

York today. Across sixteen questions, Carmo traces his remarkable journey from his beginnings in Goiânia, Brazil, to the top creative role at Milk Agency in New York, where he directs a multidisciplinary team across the fashion, technology, and wellness sectors.

Over a career spanning more than fourteen years, Carmo has shaped brand identities, campaigns, and digital experiences for some of the world's most recognized

companies. His client roster includes Google, Nike, TikTok, Twitch, Puma, Coinbase, Brita, and Afterpay. He holds a Master of Fine Arts in Communications Design from Pratt Institute and a specialization in Strategic Design and Management from the New School, credentials that anchor a practice where conceptual rigor meets hands-on craft.

A Defining Four-Year Chapter

The interview focuses on the last four years of Carmo's career, when his work grew from independent, regionally rooted design projects into creative leadership at a global scale. Readers will find detailed reflections on three landmark projects that define this chapter.

First, Carmo discusses his defining collaboration with Nike: a creative project conceived as native to generative AI that became part of the brand's global culture and reached a vast community of fans worldwide. In the interview, he describes treating generative tools not as a shortcut but as a genuine creative collaborator, a philosophy he has since carried into agency leadership. "New technology can honor craft rather than replace it," he tells the magazine, "but only when creative intent leads the process."

Second, he reflects on his brand experience work for Google, where he brought exacting rigor and craft to experiential and digital projects for one of the most iconic companies on the planet. Carmo speaks openly about what craft means when the audience is essentially everyone, and about the discipline required to protect quality under intense scrutiny.

Third, and perhaps most movingly, Carmo recounts his role in creating a symbol for Salford City Football Club, developed alongside an ownership group led by Sir David Beckham. He describes the project as one of the great honors of his career, an identity carrying real weight for an entire city and its devoted supporters. "Football clubs are not brands in the ordinary sense," he says in the feature. "Rather, they are inheritances."

Leadership, Craft, and a Distinctive Philosophy

Beyond individual projects, the conversation explores Carmo's evolution as a leader. As Creative Director of Milk Agency since December 2024, he oversees the agency's full creative output, contributes directly to new business pitches, and serves as the final creative authority on every client deliverable. In the interview, he explains how he balances brand coherence with the creative freedom and risk taking his team needs, and why he has pioneered the responsible integration of generative AI into the agency's workflow.

The feature also celebrates Carmo's personal craft and his standing within the wider design community. His lettering appears in *Ascenders Vol. 1: Leaders in Contemporary Lettering*, a curated hardcover directory from Capsule Books showcasing leading typographers and hand lettering artists from around the world. The influential design publication *Abduzeedo* has profiled his celebrated paper craft artwork, *Cali Lifestyle*, praising the depth of its layered construction. He has also served as an invited reviewer and judge for *NYCFotoWorks*, evaluating the portfolios of professional photographers for the advertising industry, and Pratt Institute's Communications Design department has featured him as a distinguished alumni voice.

Threading through the entire conversation is the humble philosophy that gives the interview its title. "Every project already knows what it wants to become," Carmo says. "Mine is just to get out of its way." He describes himself less as a creator and more as a translator, turning what a project already wants to say into something people can see. It is an unusually quiet credo for a creative director operating at global scale, and it shapes everything from his process to his mentorship of emerging talent.

From the Editors

"Arthur Régis Carmo represents exactly the kind of creative voice our readers come to New York Art Life Magazine to discover," the magazine's editorial team said. "He has worked with the

biggest brands on earth, yet he speaks about design with rare humility and warmth. His story, from posters in Goiânia to a football crest in Salford, is a portrait of what a global creative career can look like today. We are proud to share it in his own words.”

The interview arrives at a moment of intense industry debate over the role of artificial intelligence in creative work. Carmo's perspective, grounded in real projects for global brands, offers a measured and optimistic counterpoint: human intent starts every project, human judgment ends it, and taste remains the true differentiator. Readers in design, advertising, branding, and technology will find the conversation especially timely.

Availability

“The Quiet Translator: A Conversation with Arthur Régis Carmo” is available now on the New York Art Life Magazine digital platform. The full feature includes sixteen questions and answers covering Carmo's Brazilian roots, his education at Pratt Institute and the New School, his years at Social Chain US and dotdotdash, part of TBWA Worldwide, his landmark projects for Nike, Google, and Salford City Football Club, and his current leadership at Milk Agency. The piece also examines his views on mentorship, his commitment to analog craft, and the creative advantages of belonging to two cultures at once. Editors, journalists, and industry professionals seeking additional commentary, images, or interview excerpts are encouraged to reach out through the media contact listed below.

About Arthur Régis Carmo

Arthur Régis Carmo is an internationally recognized Creative Director, Art Director, and Illustrator based in New York City. Known for a playful, enthusiastic, and colorful design sensibility that reflects his Brazilian roots, he has led creative work for Google, Nike, TikTok, Twitch, Puma, Coinbase, Brita, and Afterpay across experiential, print, illustration, branding, animation, and interactive media. He currently serves as Creative Director of Milk Agency. His portfolio is available at arthurregis.com.

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