

JOINVILLE, SANTA CATARINA – BRAZIL

LUCAS PASSOS

Interior Designer / Head of Design

16 YEARS IN PRACTICE

PROFILE • SKILLS • CAREER • SEVEN PROJECTS

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PROFILE



“Design is not about colour, shape or trend. Those are only tools. Design, to me, is about people. People who will live in those rooms, dance down those hallways, say goodbye in those doorways and laugh until they fall on the floor – my part is to suggest the right kind of floor to fall on.”



I am 35, Brazilian,
father to two boys.

Self-taught out of chronic impatience with academia: after my first design degree, I carved my own path.

Curiosity and creativity define me. Near-photographic memory – excellent for architecture, film and art, useless for unpaid bills.

My passion is creating interiors: residential, commercial or corporate, favouring the first two for the range of directions they open. I am not a detailer – my strength is the creative engine. Every project here was conceived and fully modelled in under three weeks, with a 90% approval rate.

Sixteen years across high-end cabinetry, real estate developments, my own studio and some of the finest practices in Santa Catarina. Today I lead design at Casabá. I feel the call to adventure again. I am ready.

16

YEARS IN PRACTICE

7

STUDIOS AND PRACTICES

E-MAIL	lucases.passos@gmail.com
PHONE	+55 47 99119 1306
INSTAGRAM	@lucasedupassos
BASED IN	Joinville, Santa Catarina – Brazil
MOBILITY	Available for relocation anywhere in the world, on short notice.



SKILLS

TOOLS

SketchUp	90
Photoshop	90
AutoCAD	75

ARTIFICIAL INTELLIGENCE IN THE WORKFLOW

Built into the daily process – from brief to final image, not as a novelty but as a production tool.

CONCEPT, RESEARCH AND WRITING

Claude · ChatGPT · Gemini · NotebookLM

IMAGE AND RENDERING

Nano Banana

MOTION AND VIDEO

Seedance

HOW I WORK

Directed creativity

concept before decoration

Lateral thinking

answers from unlikely places

Near-photographic
visual memory

architecture, film and art

Empathy

*reading the client before
reading the brief*

Communication

*presenting, convincing and
holding the idea*



Writing

a concept that stands up on paper

Fluent English

international clients and references

STRENGTHS

Concept and design rationale

High-speed 3D modelling

Art direction and curation

Presenting and defending the work

Creative team leadership

LANGUAGES

Portuguese – native

English – fluent

EDUCATION

2008

Interior Design

Sociesc – Joinville, SC

2010 – 2011

Immersion in Advertising

Ielusc – Joinville, SC

2012 – 2015

Immersion in Architecture

Universidade Católica SC – Joinville, SC

TIMELINE

2009

Todeschini

Interior Designer

2010 – 2012

Simonetto Design

Interior Designer

2012 – 2015

Casa de Projetos

Interior Designer

2015

**High-end furniture
retailer**

Senior Designer

2015 – 2016

**Nossocanto
Estúdio**

Partner and Designer

2016 – 2018

Santo Render

Interior Designer

2018 – 2020

Linha7 Arquitetura

Senior Designer

2020 – present

Casabá Criativos

Senior Designer · Head of Design



PORTFOLIO



01

EJ Apartment

2021 - 2022 - 600 m²



02

FA Apartment

2026 - 600 m²



03

TJ Apartment

2025 - 708 m²



04

AZ Penthouse

2025 - 708 m²



05

MS Apartment

2025 - 270 m²



06

CO Show Apartment

2025 - 370 m²



07

DO Residential

2024 - 1.100 m²

EJ APARTMENT

Quiet luxury, before it became a buzzword



Passionate about design and architecture, the owners gave us free rein over contemporary living.

Knowing the couple's style, we bet on the discreet elegance of what had just been named quiet luxury. Approved in the first meeting; execution every bit as swift.

YEAR

2021 — 2022

AREA

600 m²

LOCATION

Joinville, SC

CREDITS

Photography

TYPOLGY

Residential interiors

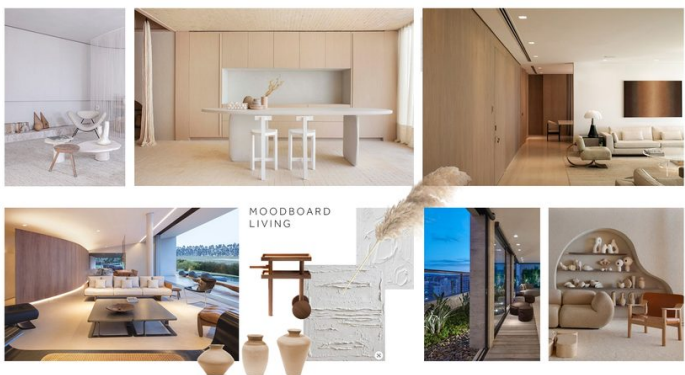
SCOPE

Interior design, 3D modelling

Intellectual property of Casabá Criativos Associados. Photography by Fran Parente.



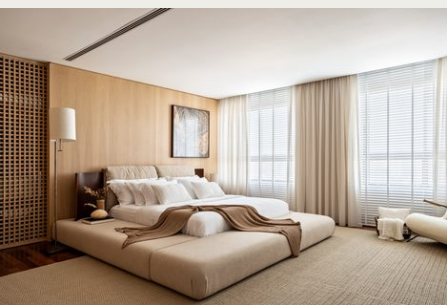
FLOOR PLAN



MOODBOARD







FA APARTMENT

A home designed around the habit of reading



The couple wake and sleep with the sun – in fact, they wake a little before it. Disciplined, they spend their time together reading, contemplating, in silence, and needed the right setting for it. Their taste ran from the very bold to the very traditional.

The proposal reflects that character in a daylight, solar palette, elegant and discreet. The bold subtlety of glass block refracts the light, scatters iridescent touches across the hall and gently distorts the living room beyond, securing privacy.

The bookshelf takes pride of place, framing the view and turning the habit of reading into the design rationale. Boldness and restraint in a difficult synthesis – and a successful one.

YEAR

2026

AREA

600 m²

LOCATION

Joinville, SC

CREDITS

Rendered imagery

TPOLOGY

Residential interiors

SCOPE

Interior design, modelling and rendering

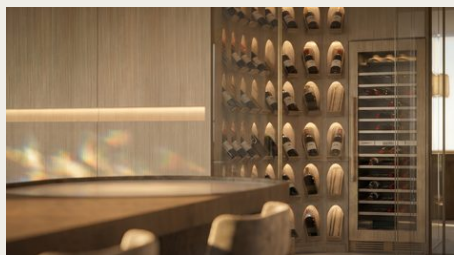
Intellectual property of Casabá Criativos Associados.



FLOOR PLAN



MOODBOARD





TJ APARTMENT

The nest empties, the party carries on



A middle-aged couple emptying the nest – the phrase alone conjures images: a beige, square house full of picture frames. Not here.

Party-throwers, devoted hosts and habitual travellers, they needed a home with that personality. A bold palette of contrast and shine, unexpected materials, creativity in every detail.

The result is packed with art and design – perfect for light days and long nights.

YEAR

2025

AREA

708 m²

LOCATION

Joinville, SC

CREDITS

Rendered imagery

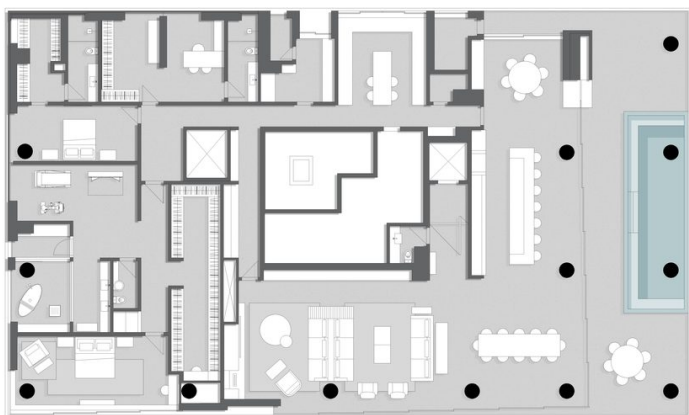
TYPOLGY

Residential interiors

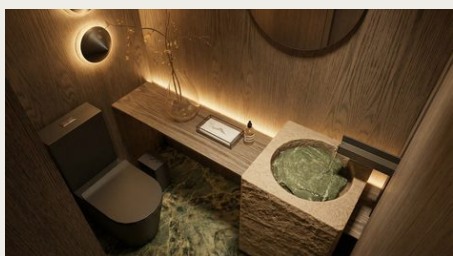
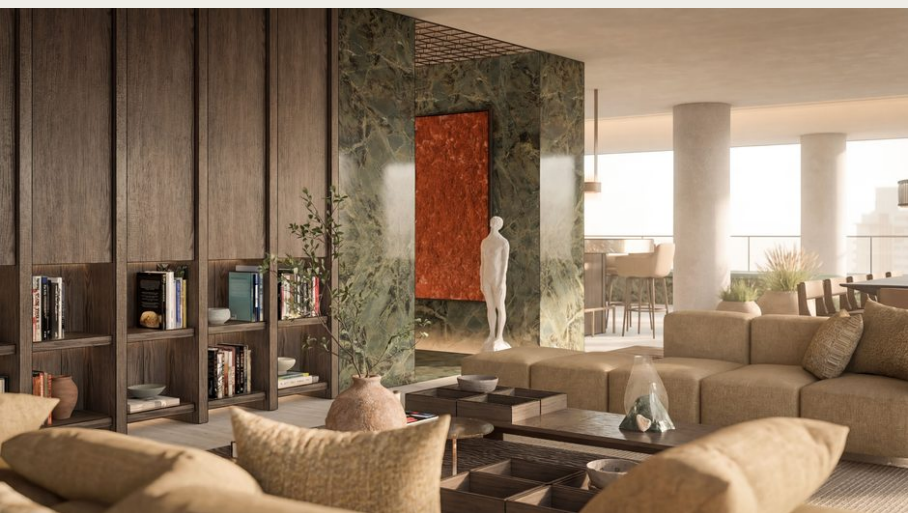
SCOPE

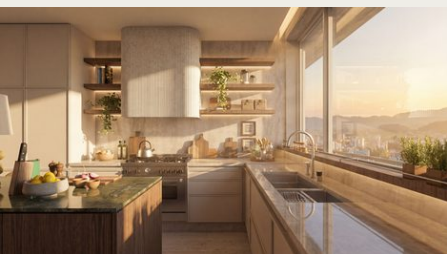
Interior design, modelling and rendering

Intellectual property of Casabá Criativos Associados.



FLOOR PLAN







AZ PENTHOUSE

The backdrop to a fresh start



Designed for a young widower, the penthouse had to be the backdrop to a fresh start. Children out of the house, an intense work routine: a home that hosts a family dinner and a business meeting with equal ease.

A neutral palette at high contrast, firm lines and a robust curation of pieces – masculinity and modernity.

YEAR

2025

AREA

708 m²

LOCATION

Joinville, SC

CREDITS

Rendered imagery

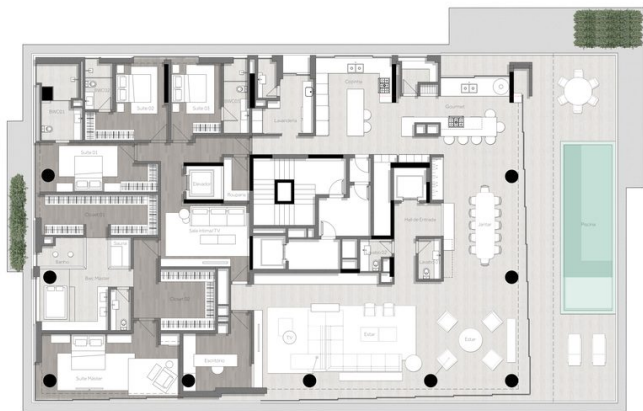
TYPOLGY

Residential interiors

SCOPE

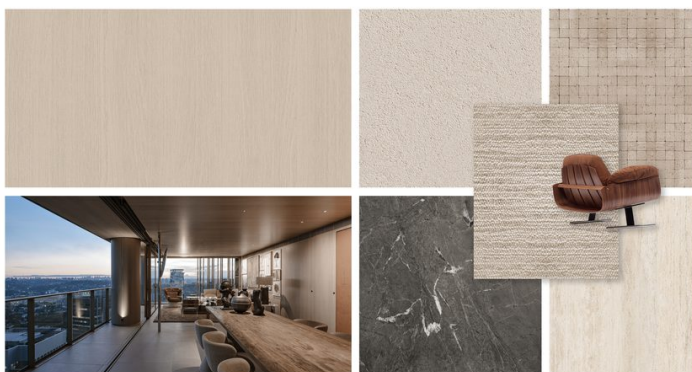
Interior design, modelling and rendering

Intellectual property of Casabá Criativos Associados.



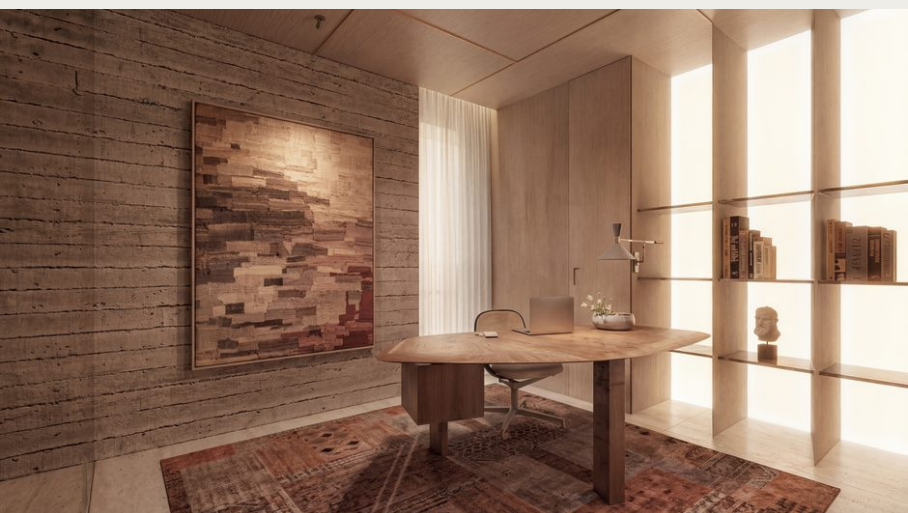
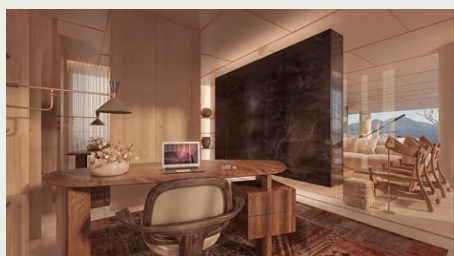
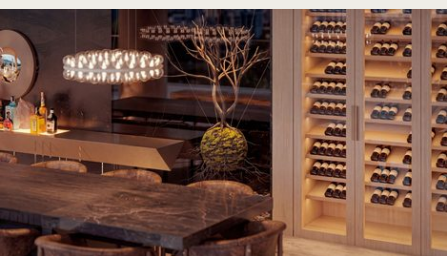
ALFREDO ZATTAR | LAYOUT ETÉ 07/25

FLOOR PLAN



MOODBOARD







MS APARTMENT

They turned down the first proposal. Then it got personal.



A medical resident and an entrepreneur needed a versatile home: one that would carry a routine of rush and missed connections and still serve as a stage for decompression and rest.

Well travelled, they had references to spare — and turned down the first proposal. Then it got personal. More research, and we arrived at this version: something mid-century, an earthy palette, ample room for personalisation.

YEAR

2025

AREA

270 m²

LOCATION

Joinville, SC

CREDITS

Rendered imagery

TYPOLGY

Residential interiors

SCOPE

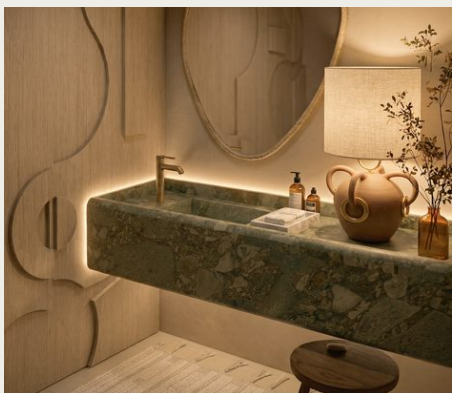
Interior design, modelling and rendering

Intellectual property of Casabá Criativos Associados.



FLOOR PLAN





CO SHOW APARTMENT

A Santa Catarina repertoire translated for Goiás



A market entirely unlike Santa Catarina's, and therefore a creative challenge. The immersion showed that Goiânia asks for lightness, freshness, simple maintenance and a more tangible, less discreet idea of luxury.

The proposal balanced those against our own repertoire, which looks for luxury and practicality in unlikely places. An outright success: the show apartment's delivery moved the city's market.

YEAR	AREA
2025	370 m ²
LOCATION	CREDITS
Goiânia, GO	Rendered imagery
TYPOLGY	SCOPE
Residential interiors · Show unit	Interior design, modelling and rendering

Intellectual property of Casabá Criativos Associados.



FLOOR PLAN



MOODBOARD



MOODBOARD





DO RESIDENTIAL

Oceanfront, without the obvious oceanfront palette



The development, on the Santa Catarina coast, is signed by a major Brazilian architect known for innovation. The tower, clad in a dark timber element, steered our work toward a palette far from obvious for an oceanfront project.

Practicality became part of the rationale too – the project serves hundreds of people. The result delivers the improbable: lightness that remains present, in an original and subtle guise, without stealing from the aesthetic.

YEAR

2024

AREA

1.100 m²

LOCATION

Piçarras, SC

CREDITS

Rendered imagery

TPOLOGY

Interiors · Development common areas

SCOPE

Interior design

Intellectual property of Casabá Criativos Associados.



FLOOR PLAN







CAREER

This is the most personal part of the document, which is why it comes last. It is not about projects – it is about the decisions that brought me here.

My career has never run separately from my life. Running into an old girlfriend pulled me out of the studio where I was happiest; a wedding took me back to cabinetry; the arrival of two sons coincided with the most productive years I have had. Every job change has a personal story behind it, and that is how they are told here – in the order they happened, from 2009 to today.

On Casabá: I am not leaving out of dissatisfaction. I am leaving because six years gave me the measure of what I can deliver, and I want to find out how far it goes in another context – another market, another scale, another language.

2009

Todeschini

Interior Designer / Joinville, SC

My first professional experience, fresh out of design school and secondary education, focused on cabinetry design. I was let go in a round of cuts – and invited back years later by the dear Carmen Ruzanowski, an offer I declined as I had already found my place elsewhere.

2010 – 2012

Simonetto Design

Interior Designer / Joinville, SC

My first professional success. The focus was designing and selling cabinetry, but I set myself apart with complete, humanised, carefully rendered proposals – which distinguished the store and closed projects the company had never landed before.

Casa de Projetos

Interior Designer / Joinville, SC

At twenty I joined one of the three best studios in the city – the first person ever hired into a design role there, all creative output having rested until then with the owner, Roberto Silva, today one of the leading young names in the Santa Catarina market.

He was, and remains, my greatest mentor: creativity, generosity and excellence of process in one mind. Golden years, full of delivery and professional adventure, on the most solid of foundations.

Until running into my ex-girlfriend changed the course of my career and my life. With a wedding date set, I turned to old contacts in high-end cabinetry for better pay, and said goodbye to the world of pure creativity.

2015

High-end furniture retailer

COMPANY KEPT CONFIDENTIAL

Senior Designer / Joinville, SC

I joined expecting commissions that would support a young couple, and found an environment incompatible with the standard of professionalism I was after. I did not last six months.

I resigned, and the exit became momentum: I decided to run my own studio.

2015 – 2016

Nossocanto Estúdio

Partner and Designer / Joinville, SC

Newly married to Brunna, I took the risk: my first experience as an entrepreneur, alongside a close friend and partner, the artist João Monka.

We wanted a younger end client, but B2B demand steered us toward real estate developments – from common areas to apartments for sale. The steady flow of that work made it natural, in under a year, to fold our creative capacity into the stability of the company hiring us: Santo Render.

2016 – 2018

Santo Render

TODAY REFRAMME

Interior Designer / Joinville, SC

Because my output leaned toward raw creativity, the owner, Vandison Andrade, invited me to start the company's design arm.

We produced hundreds of interiors for dozens of developments – Embraed, Cechinel, Daxo, Seger, Sunprime. It was intense, and gave me the appetite for the fertile market of high-luxury real estate experience, until a merger with Elephant Skin cut the company's creative arm.

2018 – 2020

Linha7 Arquitetura

Senior Designer / Joinville, SC

After years in more corporate work, I missed the intimate, varied territory of the end client. I found the senior designer role at Linha7, alongside Ariela de Pieri – a strong, deeply professional, visionary leader.

I arrived in turbulent times, right after the departure of the studio's partner and senior creative. We rebuilt the team, served a select and demanding clientele with excellence, and prospered – until a phone call caught me by surprise in the first months of the pandemic.

Casabá Criativos

Senior Designer · Head of Design / Joinville, SC

Roberto Silva was leaving Casa de Projetos, twenty years after founding it, and called me into the new venture. We had talked many times about resuming the partnership; his partners always vetoed it on financial grounds. Now nothing stood in the way.

I joined a lean, scrappy, passionate team. In six years we served triple-A clients with work of international standard – for several of those families we created three or more homes, loyalty earned through extraordinary delivery and a high standard of client experience.

We were awarded every year by Santa Catarina's design bodies, including best interiors of the year from the NCD. We worked with Embraed, Procave, Lotisa, Daxo, Consciente, Hacasa and Seger, alongside OSA Arquitetos, Leo Maia and Baggio Schiavon.

As the most senior and most prolific creative on the team, I took part in every project, almost always leading concept and modelling under Roberto's firm, visionary direction. It was my greatest school.

In this period I became father to Miguel and Pedro, founded Lucas Passos Arte & Curadoria – commissioned art and décor, soon with a physical gallery – and represented Casabá at events and technical trips.

CONTACT

LET'S TALK

CONTACT

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PROFILE

Joinville, Santa Catarina – Brazil

Available for relocation anywhere in the world, on short notice.

LUCAS PASSOS – INTERIOR DESIGNER

16 YEARS IN PRACTICE