

# Diego Santos

Brazilian | Male | 23 years old

*Target MSc: Creative Business / Innovation Management*

*EDUCATION Bachelor in Design and Visual Communications University of São Paulo (USP) 2020 - 2024*

*Specialized in Design Thinking and User Experience.*

*PROFESSIONAL EXPERIENCE Creative Intern - Ogilvy & Mather, São Paulo July 2023 - Present*

*Collaborated on the creative strategy for major national brands in the beverage and retail sectors.*

*Developed visual concepts and storyboards for digital ad campaigns.*

*Participated in "Design Thinking" workshops to solve branding challenges for clients.*

*UX/UI Designer Freelance 2022 - 2023*

*Designed the interface for a local food delivery app, improving user retention by 15%.*

*Conducted user testing and prototyping using Figma.*

## SKILLS

Technical: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, WordPress.

## LANGUAGES

Portuguese (Native), English (Fluent), Spanish (Fluent).

PERSONAL INTERESTS Street Art, Architecture, Skateboarding.