

Rosa Santos

Brazilian | Female | 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.