

Andre Araujo de Medeiros



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Professional Statement

With a background in science, the purpose of my designs is to apply logic and functionality to the designing expectations of my clients with stylish minimalism. My professional approach takes the vision and feedback of my clients and applies it to my own aesthetic style to achieve the final product desired by both parties.

Personal Statement

- + Excellent communication skills
- + Professional team-worker
- + Knowledge on Adobe software
- + Responsibility and commitment oriented
- + High organizational skills
- + Passionate about quality
- + Minimalist and perfectionist approach
- + Solicitous designer and client focused
- + English and Portuguese fluent speaker

Education

Seneca · Interactive Media Design

2023 · [Seneca@York](#)

Interactive Media Design course with introduction and in-depth lessons on multiple medias design.

Gracom · Open CG

2018 · [Gracom School @ Natal - Brazil](#)

Open CG course with introduction and familiarization with all Adobe software.

Projects

Company brandbook

2022

- Elaborated a brandbook and brand guidelines for a snowboarding equipment company, including brand concept, logo, colour palette and typography.

→ [Link](#)

Company brand study

2022

- Conducted a study on the Jimmy's Coffee brand with competitive analysis, target audience, personas elaboration and campaign proposals.

→ [Link](#)

Company creative logo brief

2022

- Elaborated a creative logo brief on the brand Alessi, including logo and company research, creative brief presentation and logo redesign.

→ [Link](#)

UI/UX App design

2022

- Conceptualized a vehicle renting app including low and high fidelity wireframes, UI/UX oriented design, responsive assets and app mock ups.

→ [Link](#)

UI/UX Website design

2022

- Conceptualized a snowboarding equipment brand website, including brand concept, logo and equipment mock ups.

→ [Link](#)