Andre Araujo de Medeiros

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AIIK

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.

Projects

Company brandbook
2022

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

Company brand study
2022

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

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.

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.

UI/UX Website design
2022

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

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.

UFRN · Science & Technology
2017 · Federal University of Rio Grande do Norte @ Natal - Brazil

3 years of the Science and Technology course at the Federal University of Rio Grande do Norte, Brazil, with emphasis on physics, chemistry and algebra.

Hard Skill Set

+ Adobe Creative Suite - Illustrator, Photoshop and InDesign
+ UI/UX Design & Prototyping - Adobe XD
+ Motion Graphics & Animation - After Effects
+ Graphic Design - Logo Design, Typography, & Branding
+ Video & Audio Compositing - Premiere Pro, Audition

Soft Skill Set

+ High communication skills
+ High organizational skills
+ Adaptability / Fast Learning
+ Problem solving / Proactive
+ Dependability / Reliability
+ Teamwork oriented
+ Critical thinking
+ Professionalism