

MARLON FRANCA

Drimnagh, Dublin – Ireland

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Residency Status: Stamp 4 (Permitted to work Full-Time in Europe)

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Personal Profile

Experienced and passionate Graphic Designer with over 5 years of expertise in creating captivating content for Branding, Print and Digital Graphics, Social Media, Motion Designer, proficient in Video Production, Video Edit and 3D modelling. Committed to delivering cutting-edge designs and continuously learning new software and technologies. Fluent Portuguese and English.

– Graphic Design, Video Producer, 3D Design, Motion Designer.

Portfolio:

<https://tinyurl.com/4wn3vtj4>

Experience

Graphic Designer, Conference Services

Dublin, Ireland – September 2021 – Present

- Creation and Development of Designs: Conceptualization and development of designs in various formats, encompassing social media, artworks for backdrops, LED walls, and Power Point presentations.
- Brand Manual Management: Comprehensive management of the Brand Manual, including typographic guidelines, color palette, logo management, and printed materials.
- Development of Event Floor Plans: Drafting event floor plans, from client visits to creating 2D and 3D drawings using software such as Vectorworks and Cinema 4D.
- Creation of Artworks and Backdrops: Creation of artworks, visual backdrops, and motion design for esteemed clients such as Roche, Deloitte, Kellogg's, AV Alliance, ITI, MSD Biotech, among others.
- Responsive Document and Form Creation: Development of responsive documents and forms using Adobe software.
- Editing Videos for Events and Conferences: Video editing for events and conferences, incorporating elements like motion graphics, lower thirds, and picture-in-picture for presentations.
- Recording Videos: Recording highlight videos at events and major conferences for use in advertisements or on social media.
- Creation and Development of Motion Graphics: Conceptualization and development of motion graphics for presentations, LED walls, and social media.

Graphic Designer | Content Creator, Neex Creative (Freelancer)

Dublin, Ireland – September 2019 – Present

- Design and Development of Visual Assets: Development of various visual assets, such as banners, social media posts, motion design, 3D assets, prints, logos, etc.
- Strategies for Digital Content Campaigns and Social Media Training: Currently responsible for formulating and implementing strategies for digital content campaigns and social media training for small and medium-sized enterprises.
- Continuous Development of Comprehensive Brand Manuals and Printed Materials: Continuously leading the development of comprehensive brand manuals and printed materials, meticulously incorporating color palettes and typographic guidelines.
- Primary Involvement in Directing, Capturing, and Editing Institutional Videos: Serving as the primary contributor in directing, capturing, and editing institutional videos for small and medium-sized enterprises.
- Development Process: All these projects are conceived based on detailed briefings and planning, utilizing specialized software such as Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe InDesign, Adobe After Effects, Da Vinci Resolve, Vectorworks, and Cinema 4D.

Audiovisual Leader, Snowball Church(finished), Expectation Church(finished), Lagoinha Church(current)

Dublin, Ireland – Nov 2019 – Present (Weekend volunteer)

- As a volunteer weekend audiovisual leader, I orchestrate and execute motion design and video capture projects. Additionally, I provide instruction in social media and graphic design for new volunteers and play a role in directing

live streams. My responsibilities encompass strategically managing the team, overseeing visual production, delegating tasks based on individual competencies, and implementing effective strategies. Committed to innovation, I stay updated with industry trends, always aiming for excellence, and delivering memorable audiovisual experiences for the audience in the church.

Communication, Brazil-Ireland Chamber of Commerce

Dublin, Ireland – July 2023 – November 2023 (Weekend volunteer)

- As a volunteer at the Brazil-Ireland Chamber of Commerce, I assumed the responsibilities of a video maker, editor, and content creator. My contributions were instrumental in capturing and documenting events, adeptly editing footage to craft compelling content tailored for social media platforms. These efforts significantly enhanced the chamber's digital presence and contributed to the overall success of its initiatives through creative and impactful storytelling.

Education

August 2024, – Motion Designer – Layer Lemonade

September 2023 – Motion Designer – Motion Insider

December 2022 – Cinema 4D 1.0 & Cinema 4D 2.0 – Online Course 36Hrs Herber Simeoni

April 2022 – Rocketseat – Bootcamp, HTLM & CSS

March 2021 – Coursera, Google – UX Design

April 2019 – July 2020 – Ibat College – Liffey College, General English Programme – Dublin

2017 – 2018 – Universidade Positivo – Master`s Degree Business Planning and Management – Brazil

2011 – 2016 – SPEI, Degree Business – Brazil

Extra Courses

HTML5 / CSS – Alura – 2022

UX/UI Design Basic – TIM (40h) – 2020

Adobe Photoshop – Ecollege 2020

Digital Marketing – Ecollege / Youtube Class 2019

Adobe Lightroom – Udemy 2019

Skills

- Proficient in software: MAdobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Figma, OBS Studio, Da Vinci Resolve, VectorWorks, Cinema 4D.