

JOSIE SOUSA

Graphic Designer

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Professional Summary

With close to a decade of dynamic and innovative experience, I bring invaluable expertise in Graphic Design to the table. I excel in managing multiple creative projects concurrently, from initial concept creation to final execution, with a focus on branding, pre-press, offline media, and social media. My strengths lie in graphic design and visual conceptualization, making me adept at delivering impactful and memorable designs that resonate with target audiences.

What I have to offer?

A passionate graphic designer with nearly a decade of experience in creating impactful and memorable designs. I have held responsible positions in several companies as a Graphic Designer, Art Director, Illustrator, and Layout Artist. I constantly seek to deliver visually appealing and effective solutions that resonate with target audiences, always looking at projects through the lens of creativity and innovation.

What I'm looking for?

- A company that values creativity and fosters a positive work environment.
- Opportunities to collaborate with diverse teams and contribute to impactful projects.
- Continuous learning and growth in the field of graphic design and visual communication.
- A supportive network of colleagues who share a passion for creating exceptional designs.

Skills

| | |
|-------------------------|-----------|
| Branding | ● ● ● ● ● |
| Editorial Design | ● ● ● ● ● |
| Layout Artist | ● ● ● ● ● |
| Print/Pre-Press | ● ● ● ● ● |
| Design for Social Media | ● ● ● ● ● |
| Typography | ● ● ● ● ● |
| UI/UX | ● ● ● ● ● |

| | |
|--------------------------|-----------|
| Illustrator | ● ● ● ● ● |
| InDesign | ● ● ● ● ● |
| Photoshop | ● ● ● ● ● |
| Figma | ● ● ● ● ● |
| Adobe XD | ● ● ● ● ● |
| Office | ● ● ● ● ● |
| UX Research and Strategy | ● ● ● ● ● |

Work Experience

Graphic Designer at Bonita Brazilian Beauty
Auckland, NZ

📅 April 2022 - Currently

- Revamped Visual Identity: Spearheaded the redesign of the company's internal visual communication, enhancing brand coherence across new internal signage, stationery, and online platforms.
- Comprehensive Branding Strategy: Implemented a multifaceted branding approach, integrating internal communications, targeted social media campaigns, and external advertising to elevate the brand's digital presence.
- Measurable Outcomes: Successfully boosted online engagement by 20%, and attracted a 15% increase in new, loyal customer base through innovative design and marketing strategies.

Freelancer Graphic Designer at Sue Lyon

📅 June 2020 – March 2021

Auckland, NZ

- Collaborated on a project to develop a book, "Being my Best," and junior and teenager programmes aimed at children aged 7 to 15 years old.
- Conceptualized and executed the entire visual identity, including the layout and finalization of the book.
- Created graphic elements and layout design, ensuring effective visual communication for the target audience.

Graphic Designer at Auckland War Memorial Museum

📅 February 2023 – June 2023

Auckland, NZ

- Exhibition Visual Identity: Collaboratively developed the complete visual identity for the 'Toró, É Tudo Tanto' exhibition, working closely with the curatorial team to ensure thematic consistency and visitor engagement.
- Promotional Material Design: Led the creation of all promotional materials, including posters, banners, and social media content, focusing on user experience to guide visitors effectively through the exhibit.
- Extended Exhibition Success: Contributed to a successful publicity campaign, resulting in a three-month extension of the exhibition due to its popularity, and record-breaking attendance within the first 15 days.

Art Director at Clean.com

📅 September 2019 – March 2020

Auckland, NZ

- Strategic Brand Redesign: Collaborated with the marketing team in the strategic rebranding of the company, ensuring the brand's alignment with market trends and customer preferences.
- Creative Direction and Production Oversight: Directed the creative process and managed the production of advertising materials, focusing on a cohesive brand message across various media channels.
- Brand Market Impact: The rebranding initiative led to significant market penetration, evidenced by increased customer outreach and necessitating workforce expansion to accommodate growing service demands.

Freelancer Graphic Designer at

📅 April 2017 – May 2018

Brazil

- Undertook a variety of projects encompassing the fundamentals of graphic design, including branding, advertisement creation, and social media content.
- Developed consistent and impactful visual identities for various clients, aligning with their specific needs and objectives.
- Collaborated directly with clients to understand their visions and translate them into effective and appealing visual solutions.
- Managed deadlines and deliverables, ensuring client satisfaction and maintaining a high standard of quality across all executed projects.

Illustrator & Layout Artist at Editora Teth

📅 September 2010 – February 2017

Brazil

- Educational Material Redesign: As the lead Graphic Designer, directed the redesign of textbook layouts, integrating visual appeal with functional design to enhance educational content delivery.
- Illustration and Collaboration: Worked in tandem with authors to create engaging illustrations for teaching materials, ensuring visual consistency and educational relevance.
- Sales Impact: The combined efforts in layout redesign and illustration significantly uplifted the sales of teaching materials, reinforcing the brand's presence across educational institutions.

🎓 Education

Master Interface Design at Aela

📅 Feb. 2024 – Currently

Bachelor of Fine Arts in Graphic Design at Universidade Estácio de Sá

📅 2011 – 2015