

# JOSIE SOUSA

Graphic Designer

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in josiesousa

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## Professional Summary

With nearly a decade of experience in **client reception**, **administrative support**, and **office management**, I excel in creating a welcoming environment for clients and ensuring smooth daily operations. My background includes managing client interactions, coordinating schedules, and handling difficult situations. I am skilled in multi-tasking and maintaining a calm demeanor in busy settings, all while leveraging my creativity to enhance visual communication and branding efforts.

## 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.

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## 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.
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## 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.
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## 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.
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## 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.
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## 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.
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## Education

## Master Interface Design at Aela

📅 Feb. 2024 – Currently

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