

WLADIMIR FILHO

Developer, Frontend and Mobile.
Graphic Designer and Art director

 **Portfolio**
www.wladimirfilho.com

 **GitHub**
github.com/WladimirFilho

 **0449 162 083**

 **wladimir.wf@gmail.com**

SKILLS

FRONTEND DEV

- HTML/ CSS / JS
- Tailwind and Sass
- React JS / Next JS

MOBILE DEV

- Flutter Framework
- Dart language
- React Native

DESIGNER

- Photoshop
- Illustrator
- InDesing
- Adobe XD
- Figma

OTHERS

- Notion
- Firebase
- Agile philosophy

EDUCATION

ACADEMY OF INTERACTIVE TECHNOLOGY

AUSTRALIA - 2020

Bachelor of Information
Technology, Mobile App
Development graduate.

ABOUT

With over ten years of experience as a graphic designer, working with diverse clients and products, I discovered a deep passion for creating innovative solutions. This path led me to a journey to become a developer and work in crafting web and mobile applications. Combining design and coding has now become my second passion. While I am only at the beginning stages of this path, I firmly believe it will lead me to great heights.

WORK EXPERIENCE

7 years in Australia

Over the past seven years, I have focused on my education, dedicating my time to gaining the skills necessary to be a developer. While I have taken on various jobs during this time, unrelated to IT, I have also completed several freelance projects as a designer for various clients, most recently accepting a freelance role to create an Online Shop Web Application. Executing these projects have allowed me to develop and hone my skills as a frontend and mobile developer.

CC&P ADVERTISING SERVICE

Creative Art Director - Brazil - 2017

CC&P is a well-established advertising company in Sao Paulo, Brazil. The agency is a fusion of many different agencies, becoming an excellent and respected workplace today.

- Developed and executed creative concepts, ensuring brand consistency and effective communication of client's message.
- Led and collaborated with teams, including designers, writers, and marketers, to successfully execute integrated marketing campaigns.
- Created diverse solutions such as commercial movies, jingles, visual concepts, print layouts, web and mobile design, and UX/UI experiences.
- Managed multiple projects simultaneously, meeting deadlines while maintaining a high level of attention to detail and accuracy.
- Implemented UX/UI principles to create user-centric designs that enhance the overall user experience and drive engagement.

WELLS COLLEGE

AUSTRALIA - 2017

Advanced diploma in information, technologies, communications and business.

FECAP

BRAZIL - 2011

Bachelor degree, Marketing and advertising, School of Business

SENAC

BRAZIL - 2010

Creative process and design. Research and problem-solving.

CERTIFICATIONS

Flutter Academy

academiadoflutter.com.br

Flutter Mapp,

Clean Architecture

fluttermapp.com/

Rockseat - React,

React Native

and JavaScript

rocketseat.com.br

Traversy Media MERN Stack

traversymedia.com

Frontend Master

frontendmasters.com/

NeetCode

Coding and Algorithms

neetcode.io

VOLCANO HOTMIND ADVERTISING AND PRODUCTION

Art Director - Brazil - 2012

Volcano was an agency that offered clients great ideas to connect the public and the products differently than any simple advertising, using innovative approaches.

- Designing visuals to communicate brand messaging to establish brand identity and create visual concepts to pitch and share the experience.
- Design ideas and UX/UI best practices to create intuitive user experiences.
- Staying updated with design trends and best practices, continually refining design skills and techniques.
- Creating products such as Web applications, UX/UI experiences, printing products, presentation books, and so much more.
- Pitching ideas to clients, meetings, and visiting new potential customers.
- Brainstorm new ideas with the team of writers, artists, and movie directors, all involved in creating new products.

DZN ADVERTISING

Account Executive - Brazil - 2009

As an Account Executive, I built and maintained solid relationships with clients through regular communication and engagement.

- Pitched new ideas to customers and developed slide proposals to communicate concepts and solutions effectively.
- Followed up on production processes and coordinated with print shops and suppliers to ensure timely delivery of products.
- Maintained client relationships by communicating regularly and addressing any concerns or issues.

CARREFOUR RETAIL

Advertising Analyst - Brazil - 2007

Carrefour is a multinational retail corporation that operates a chain of hypermarkets, supermarkets, convenience stores, and other retail formats.

- Analyzing advertising campaigns and results to enhance their effectiveness.
- Utilize data and analytical tools, including dynamic tables from Excel and Access.
- Evaluate campaign performance and identify areas for improvement to provide actionable recommendations based on data analysis.
- Maintaining regular contact with branches to receive daily reports.
- Collaborating with the marketing team to develop future action plans.
- Maximize sales through data-driven insights and strategic decision-making.