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Summary

Creative professional transitioning from a successful 10-year career in brand strategies and digital marketing solutions for startups and established companies to frontend development and UI design. Combining a strong foundation in visual storytelling with technical expertise in responsive code and intuitive user interfaces.

Key Skills

Frontend Development: Build responsive and scalable code using HTML5, CSS3, React, JavaScript and TypeScript.
UX/UI Design: Skilled in app and website design, wireframing and prototyping with Figma and website builders.
Digital & Motion Design: Experience creating social media, videos and animations with After Effects and Premiere.
Brand Strategy & Visual Identity: Expertise in developing cohesive brand assets and guidelines with Adobe Suite.
Project Management: Skilled in end-to-end project lifecycle, agile methodology and stakeholder communication.

Work Experience

Frontend Developer & Lead – Forge Vancouver, Canada | Set 2025 - Dez 2025

- Led the agile development of an AI-powered career discovery web app, translating UX research into responsive interfaces.
- Architected reusable React components and managed application state to ensure high performance and fluid navigation across complex user flows.

Frontend Developer – Brewly Vancouver, Canada | Set 2025 - Dez 2025

- Engineered a mobile-first beverage tracking application using React and CSS Modules, implementing full CRUD capabilities and API integrations.
- Established a professional development workflow using Git for version control and configured automated deployments via Vercel.

Senior Brand Designer – Marcas com Sal Remote, Brazil | Feb 2023 - Mar 2024

- Collaborated in cross-functional teams of 5-6 members, including designers, brand strategists, copywriters and a creative director, to align visual interfaces with strategic objectives.
- Designed and delivered over 10 brand identities, visual assets, brand guidelines and design systems.
- Facilitated design presentations to the internal team, clients and stakeholders, including visual assets, oral presentation and management.

Senior Marketing Leader – Qi Tech São Paulo, Brazil | Nov 2022 - Jan 2023

- Led the UI/UX strategy and digital production for the new website, coordinating with external developers to ensure accurate design implementation and site architecture.
- Planned and executed comprehensive online marketing strategies, including SEO, social media, and paid advertising.

Senior Brand Designer – Brand Gym

Remote, Brazil | Jul 2020 - Oct 2022

- Specialized in creating scalable visual design systems for 50+ startups, establishing brand and UI foundations.
- Designed and delivered design projects, including brand identities, visual assets and style guidelines.
- Managed client relationships, presenting design concepts for small, mid and big audiences, collecting and implementing feedback, insights and requests to improve digital brand presence.

Art Director – Bowler

Remote, Brazil | Jul 2019 - Jun 2020

- Created motion graphics and digital campaigns for web and social platforms, enhancing user engagement.
- Designed modular layouts for digital campaigns, ensuring adaptability across various screen sizes and devices.

Graphic Designer – Design Bridge and Partners

São Paulo, Brazil | Jan 2018 - Jun 2019

- Produced high-quality marketing materials, social media content, motion design, blog posts, print collateral, packages, advertisements and brand guidelines for over 10 clients.
- Collaborated with clients and teams of 3-5 members to align creative output with business objectives.

Education

Diploma in Digital Design and Development

Vancouver, Canada | 2024 - 2026 (expected)

BCIT - British Columbia Institute of Technology

- **Frontend development:** Developed responsive websites using HTML, CSS, JavaScript and React, focusing on user engagement, accessibility, and usability.
- **UX/UI:** Designed high-fidelity prototypes in Figma, and converting them into functional code.
- **Agile project management:** Worked with scrum methodology, including sprint planning, daily stand-ups, and retrospectives to ensure efficient teamwork and timely delivery of the project.
- **Writing:** Mastered persuasive and professional communication through coursework.

Post-Graduation in Branding

Remote, Portugal | 2021 – 2022

IADE - Creative University

- **Strategic Multi-Channel Brand Management:** Created strategies and campaigns to enhance positioning, focusing on equity, differentiation and growth through research, using SEO, social media, influencers partnership, email marketing, and marketing analytics.

Post-Graduation in Digital UX

São Paulo, Brazil | 2020

PUC - Pontifícia Universidade Católica

- **Human-Centred Design and Accessibility:** Applied design principles to create user-centred solutions, prioritizing accessibility, usability testing, iteration and agile methodology.
- **Prototyping and Iterative Design:** Developed prototypes for a transport app, from sketches to high-fidelity mockups in Figma.

Bachelor's Degree in Graphic Design

São Paulo, Brazil | 2014 – 2017

ESPM - Escola Superior de Propaganda e Marketing

- **Design Foundations:** Introduced to essential concepts in visual language, typography, and design history, blending traditional and digital tools.
- **Project-Based Learning:** Engaged in hands-on projects including visual identity systems, poster creation, and interdisciplinary assignments, fostering creativity and collaboration.