

# Bruna Oliveira

## GRAPHIC DESIGNER

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## WORK EXPERIENCE

### Pureformulas.com - Miami, FL

#1 Source For Authentic Health and Wellness Products

#### Graphic Designer

Apr/19 to Current

- Support creative team with all creative and graphic design work across all digital and print media
- Collaborated with Art Director, marketing team, and copywriting to create email marketing campaigns, web banner ads, landing page images, and promotional print collateral
- Participated, along with the creative team, in the redesign of email marketing layout to bring a fresh new look to the company's visual communication
- Work closely with the Social Media Manager providing daily graphics for Facebook, and Instagram

### Belezanaweb.com.br - São Paulo, Brazil

Latin America's largest Beauty Product E-commerce

#### Art Director

Aug/17 to Jan/19

- Conceptualization to execution of digital promotional campaigns in partnership with Creative Director and marketing team
- Photography coordination in the in-house studio of Beleza na Web (from campaign photoshoots to social media product photography)
- Collaborated with marketing team to create layout designs for the weekly promotional web banner ads, email blasts, and social media assets

#### Graphic Designer

Sept/12 to Aug/17

- Participation in agenda meetings presenting ideas for content and design
- Design of banners to illustrate online beauty articles
- Pocket magazine Loucas por Beleza's art editor
- Pocket magazine's closing schedule coordination

## EDUCATION

✓ **UI Design Program**  
CareerFoundry, 2020

✓ **Art and Creative Direction**  
Belas Artes, Brazil, 2016

✓ **Creative Typography**  
Panamericana de Arte, Brazil, 2014

✓ **Master Certificate in Digital Design**  
ACI, Massachusetts, 2010