

Work

Freelance Designer 2013 - Present

SELF-EMPLOYED

Services: consulting, art direction, print, photo retouching and infographics.

Clients: education, technology, non-profit and fashion.

Minted 2015

SEASONAL DESIGN ASSOCIATE AND QUALITY CONTROL

Designing and editing templates using Adobe Creative Suite.
Preparing and color correcting photos for optimal printing quality.
Creating print-ready files and corresponding with customers regarding their customization instructions.

Anne Fontaine 2014

STORE SUPERVISOR

Monitored and drove a range of KPIs in a luxury environment, following up on work results, improving the sales.
Provided an exceptional experience for customers.

Regina Salomao 2014

GRAPHIC DESIGNER / SOCIAL MEDIA ANALYST

Designed solutions for all the printed and online media, promotional catalogs and mood boards.
Responsible for the strategy and execution of all social media campaigns.

Unimed 2012 - 2014

MARKETING ANALYST / DESIGNER

Led and supported the visual design team for multiple projects.
Developed layouts, diagramming and performed art direction.
Responsible for the Visual Guide.
Assisted the technology department with web design, UI/UX and e-mail marketing campaigns.

Taticas 2011 - 2012

GRAPHIC DESIGNER

Developed graphic designs for e-learning online courses.
Created prototypes and interviewed users with unbiased questions in order to validate the hypothesis.
Evangelized best practices around UI/UX with the team.
Participated in researchs and cool hunting.

Skills

Typography
Brand Development
Advertising Design
Print Production
Marketing
Photo Editing + Retouching
E-commerce
Web Design
UI / UX

Software

Photoshop	<div><div></div></div>
InDesign	<div><div></div></div>
Illustrator	<div><div></div></div>
HTML/CSS	<div><div></div></div>
DreamWeaver	<div><div></div></div>
Flash	<div><div></div></div>
Office Suite	<div><div></div></div>

Education

UC Berkeley
Certificate Program in GRAPHIC DESIGNER

Centro Universitario UNA - Brazil
MBA in CREATIVE DIRECTION FOR FASHION

Universidade Estacio de Sa - Brazil
BA in ADVERTISING & MARKETING

Languages

