João Vitor Moitinho Silva

Curitiba, Paraná
Computer Engineering
Mid-Level Web Developer
Senior Graphic Designer

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EDUCATION

•Bachelor's in Computer Engineering *2018 – 2025*
Federal University of Grande Dourados (UFGD), Brazil GPA (Brazil): 4.92

- Focus on software development, embedded systems, and computer networks.
- Developed academic and personal projects applying full-stack engineering principles.
- Published research at TISE 2023 — "UFFA: PWA for Financial Education."
- Patent holder: "UFFA — BR512024003530-3" (2024).

•Technical Diploma in Internet Informatics *2015 – 2017*
São Paulo State Technical School (ETEC), Brazil Grade (Brazil): B (7)

- Training in programming, databases, and network infrastructure.
- Initial experience in software development and systems administration.

PROFESSIONAL EXPERIENCE

•Mid-Level Developer *Mar 2025 – Present*
Ninetwo Performance Curitiba, Brazil

- Responsible for prototyping, UI/UX design, and development of e-commerce platforms, institutional websites, and third-party integrations.
- Built interactive dashboards integrated with Google Analytics and Meta Business, improving data-driven decision-making.
- Acted as a solo developer, managing the full development cycle from concept to deployment while ensuring scalability and quality.
- Delivered end-to-end projects for clients including Live Academia, Porto de Itapoá, Rede Web, and Roberto Navarro.

•Founder and Senior Graphic Designer *Jan 2015 – Present*
MSync Creative Studio Dourados, Brazil

- Founded an independent studio specialized in design for social media, print materials, motion graphics, and artistic portfolios.
- Created press kits and EPKs for artists such as Welker (2024), Berg (2023), and Silver Panda (2023).
- Developed visual identities and promotional materials strengthening client branding across multiple industries.
- Managed clients' online presence by aligning design and strategy for both organic and paid growth.

•Digital Marketing Designer & Developer *Aug 2022 – Jan 2025*
Donatti Turismo Campo Grande, Brazil

- Produced digital content and optimized the company's online presence with a focus on engagement and conversion.
- Developed landing pages with automation through Google Sheets API, streamlining internal content workflows.
- Managed integrated campaigns across Meta Business, Instagram, WhatsApp, Google Business, and Facebook.
- Planned and executed marketing strategies aligned with business goals.

•Mid-Level Graphic Designer *Mar 2024 – Jul 2024*
Inspirare Media Dourados, Brazil

- Created strategic visual content for social media and digital marketing campaigns.
- Designed paid media creatives to increase campaign reach and conversions.
- Produced offline materials for the World BT Rio Brilhante 2024 through a subcontracted project.

•Clinical Engineering Intern *Feb 2022 – Nov 2022*
Cerdil – Radiology and Diagnostic Imaging Center Dourados, Brazil

- Provided technical support for maintenance of medical equipment such as MRI, CT, and X-ray systems, ensuring continuous operation.
- Worked with PACS systems (Philips, Siemens, GE), optimizing medical image management workflows.

– Collaborated with GE engineers on preventive and corrective maintenance of critical hospital equipment.

•Marketing and Design Manager
Include ME – Junior Enterprise (UFGD)

Sep 2019 – Feb 2022

Dourados, Brazil

– Led the marketing and design departments to strengthen brand identity and attract new clients.
– Created visual identities and outreach strategies for client acquisition.
– Implemented Google Workspace for the entire team, improving collaboration and productivity.
– Applied agile methodologies (Kanban and Scrum) to streamline project delivery.

•IT Support Intern
Federal University of Grande Dourados – COIN

Jul 2018 – Dec 2018

Dourados, Brazil

– Provided technical support for academic systems and IT infrastructure, ensuring continuous operation of university services.
– Managed user accounts via Active Directory, maintaining security and access control for over 500 users.
– Performed preventive maintenance on IT equipment to minimize downtime.

TECHNICAL SKILLS AND INTERESTS

Languages: JavaScript, TypeScript, Python, HTML/CSS, Java 8+, C/C++
Frameworks & Libraries: React.js, Next.js, Redux, Spring Boot, Angular
Development Tools: Node.js, Vite, Docker, VSCode, Git, Github
CMS & Backend: Sanity, Payload CMS, Firebase, PostgreSQL, MongoDB
Analytics & Marketing: Google Analytics, Google Ads, GTM, Meta Business, RLS
Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition
Relevant Coursework: Data Structures & Algorithms, Operating Systems, Object Oriented Programming, Database Management System, Software Engineering.
Areas of Interest: Web Design and Development, Backend Developer, Java Developer, UI/UX Design.
Soft Skills: Problem Solving, Self-learning, Presentation, Adaptability, English B2.

POSITIONS OF RESPONSIBILITY

•Volunteer Role as Marketing and Design Manager Junior University Company

2019 – 2022

– Developed visual identities, digital artworks, and managed online presence.
– Implemented agile methodologies like Kanban and Scrum to optimize processes.
– Introduced Google Workspace for better communication and email management.
– Participated in developing and validating client application solutions.
– Used tools like Adobe Photoshop, Illustrator, XD, Figma, and Trello.

ACHIEVEMENTS

•International Conference on Informatics in Education (TISE 2023) Published paper: Uffa!
2023

•Instituto Nacional da Propriedade Industrial (INPI) UFFA - BR512024003530-3 · Patent
2024

CERTIFICATES

•EF SET English Certificate 58/100 (B2 Upper Intermediate) View certificate
2025

•Oracle Next Education F2 T6 Backend Program View certificate
2024

•Personal Development Training T6 - ONE View certificate
2024

•Java and Object-Oriented Programming T6 - ONE View certificate
2024

•Java Web: Building Applications with Spring Boot View certificate
2024

•Java and Spring Framework T6 - ONE View certificate
2024