

FELIPE SOARES

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I am a professional with 9+ years' experience creating, developing, interacting and providing the best customer experience in a wide range of industries such as hospitality, food, Mobile apps, Educational, Offices (Architecture) and more. During the course of my career, I have been reaching great improvements when it comes to brand communication and user interaction. Utilising ethnographic research, creating personas/archetypes in order to understand our customers and prototypes to test those assumptions, experimenting small projects to implement in a more optimised, well-structured and efficient one, were some of the processes I have been through to reach great results.

Skills

- Curious
- Creative
- Self-taught
- Committed
- Fast-learner and super organised
- Strong time management
- Easy-going, Friendly, team-player
- Strong initiative

Work Experiences

FEBRUARY 2017 – ACTUAL

Full Stack Designer / LONGBOAT CLINICAL, Dublin, Ireland

My main goal is to translate scripts into learning videos following the brand guidelines and Medical requirements, in a creative and didactic way. Creating and updating printed marketing and sales materials, and internal manuals and guides. Creating mockups for our digital products and performing usability researches with internal stakeholders for Information Architecture and User Interface (UI) design.

- Building wireframes and storyboards to conceptualise the design
- Determine timelines and deliverables
- Defining visual elements, product elements, and overall design
- Evaluate and set best practices and standards
- Conduct user testing of applications to improve general UX
- Working closely with engineering, frontend, and backend developers
- Standardisation of assets library and managing workflow
- Redesigned the website and implementing a more uniform UI across the website
- Overseeing and training of new designers
- Creating demos and presentations from scratch to display design concepts for clients
- Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
- Executing all visual design stages from concept to final hand-off to engineering
- Conceptualising original ideas that bring simplicity and user friendliness to complex design roadblocks
- Through a spontaneous analysis, I have started reframing the company's own product in order to improve its workflow, productivity and friendliness to enhance the customer's experience. Constantly prototyping and interacting with internal stakeholders we could start to pave a pathway to change the product's interactions and architecture
- Present and defend team's design decisions. All my design decisions were based on the overall design roadmap as well as my own design thinking and fundamental principles (i.e. colour theory, visual weight, etc.)
- **Tools used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Bohemian Sketch, InvisionApp, Sublime Text Editor and others.**

JANUARY 2016 – DECEMBER 2016

Graphic Designer / DIATEC, Dublin, Ireland

Designing large format print materials, following the best practice while taking both marketing and commercial goals into account. Sending materials to print following studio guidelines. Ownership of the design based projects, working in partnership with clients and sales team.

- Working with clients, briefing and advising them with regard to proposal style, format, print production and timescales
 - Adapting my designs to meet budget and time constraints
 - Keeping on top of the latest graphic design computer programmes and technologies
 - Preparing illustrations or rough sketches of material, discussing them with clients and/or supervisors and making necessary changes.
 - Layout and scale photos, marking them for proper screen values for print reproduction
 - Creating demos and presentations to display design concepts for clients
 - Presenting the user-interface visually so that information is easy to read, easy to understand and easy to find
- **Tools used: Adobe Photoshop, Illustrator, Indesign, InvisionApp, Sketch and others.**

AUGUST 2015 – JANUARY 2016

Designer / MAGIC PHOTO GIFTS, Dublin, Ireland

*I've got this opportunity right after moving to Ireland.

Different formats and materials to print, where I started by my own initiative to create the brand, website and online strategy for the company, bringing the brand personality to the clients. Printing, creating and restoring pictures.

- Ensured operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment.
 - Set internal network between MACs and PCs.
 - Created website after presenting different platforms to the owner
 - Created and managed Social Media and other digital and printed means to increase brand awareness and drive sales.
 - Creation of templates to improve workflow of the store
 - Operation of different printers, printing sizes, materials and formats.
 - Customer service and Sales engagement.
 - Design logos for products and businesses, signs and environmental graphics, promotional displays and stands, packaging and marketing, brochures and magazines, newspapers, journals, corporate reports, newsletters, email marketing and others.
- **Tools used: Adobe Photoshop, Illustrator, Indesign, Atom text editor, Google Adwords, Analytics, Social Media, Mail Chimp, and others.**

APRIL 2012 – JUNE 2016

Brand Specialist / Owner, WUNDER MINDS, São Paulo, Brazil

The idea of creating my own brand/business, came up after I have identified a gap in the market in terms of how small/medium organisations were struggling to deal & to build their brand and communication.

- Working across a wide range of channels such as offline/online media and content creation
- Digital media management and creation of websites, apps, newsletter, video and social media
- Collecting data with analytics tools to improve and organise the user experience
- Manage and enhance the company's brand and reputation
- Coordinating objectives with marketing and management
- Ensuring brands' consistency
- Develop and enrich customer service experience, driving profitable sales, brand growth and loyalty
- Analysing and supporting both marketing plans to align with brand strategy and achieve annual operating

plan goals

- Develop and execute brand management plans
- Leverage customer insight data to refine brand management
- Identify brand-building areas
- Ensure brand communication for areas of responsibility and consistency with the companies' and brand positioning
- Develop and implement media planning, and innovation strategies
- Provide design and direction for collateral, web, product packaging, and other visual communications media
- Help promote uniformity and brands' consistency
- Developing and refining graphic standards and visual brand strategies
- Quantitative and user behaviour analysis, and qualitative interviews
- Develop user stories and journeys
- Layout and scale photos, marking them for proper screen values for print reproduction
- Managed client expectations and timeframes
- Conducting researches with stakeholders to improve usability and engagement, for online and offline communication
- Creating demos and presentations to display design concepts for clients
- Take overall responsibility for all online and offline work produced for all clients, including email templates, banners, brochures, leaflets and website mock-ups
- Liaise with third party providers and agencies as and when needed
- Help to source and manage freelancers as and when required
- Work with managers and teams to define user flows and sitemaps for websites and apps
- Measure human-computer interaction (HCI) element of a design
- Perform and implement user research for surveys and feedbacks
- Conduct & Facilitate requirements, design, and implementation reviews
- Review user adoption of deliverables and acceptance testing
- Participating in key internal meetings including weekly status updates and planning sessions
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Bohemian Sketch, InvisionApp, Branding, HTML, JavaScript, jQuery, Git, Version Control, Social Media, Facebook Ads, Marketing, Google Adwords, Google Web design, Google Analytics and others**

MARCH 2009 – OCTOBER 2012

VFX Editor / FELICITÁ FILMS, São Paulo, Brazil

Cutting and creating TV movies for large clients as Carrefour, Land Rover, Riachuelo, Goldfarb and others. Doing movie composition and post-production for TV and internet movies, delivering a high quality work with a short deadline and in a very fast-paced environment. Having been promoted twice in three years' time.

- Checking sequences and timelines of plans on a regular basis to ensure they are up-to-date and available at all times. Track the different versions and release dates.
- Respond to all editorial requests, including client approvals, to support the production team.
- Creating graphics, animating, and delivering videos
- Colour correction using Smoke, After Effects and Apple Color
- Managing the internal edits of film sequences and shots
- Ingestion and processing of incoming material
- Running clients and internal screening room review sessions
- Sending finished work to clients or other facilities
- Creating in-house reels including annual company's reels, show reels, technical breakdowns, and awards reels
- Creating demos and presentations to display design concepts for clients
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Autodesk Smoke and others**

JUNE 2008 – MARCH 2009

Video Editor / TUDOBEM FILMS, São Paulo, Brazil

- Editing commercial films for TV and Internet.
- Acting as a Production Assistant using Final Cut and Adobe Suite as main tools.
- Creating in-house reels including annual company reels, show reels, technical breakdowns, and awards reels
- Take a brief to grasp production team's needs and specifications
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity
- Trim footage segments and put together the sequence of the film
- Input music, dialogues, graphics and effects
- Creating rough and final cuts
- Ensuring logical sequencing and smooth running
- Consulting with stakeholders from production to post-production process
- Continuously discovering and implementing new editing technologies and industry's best practices to maximise efficiency, experimenting with styles and techniques including the design of graphic elements
- Working in a fast-paced environment under very short deadlines
- Create demos and presentations to display design concepts for clients
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Final Cut Pro, and others**

MARCH 2007 – JULY 2008

Art Assistant / MARTIN LUZ, São Paulo, Brazil

- Meeting clients and account managers to discuss the business objectives and requirements of the job
- Estimating the time required to complete the work
- Thinking creatively to produce new ideas and concepts and developing design
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalised ideas and concepts to clients and account managers
- Use design, animation, and editing software
- Proofreading /mockups to produce accurate and high-quality work
- Working as part of a team with copywriters, account executives, developers and marketing specialists
- Providing design and direction for collateral, web, product packaging, and other visual communications media for clients
- Helping to promote uniformity and brands' consistency
- Creating demos and presentations to display design concepts for clients
- Developing material for web pages
- Designing logos for products and businesses, signs and environmental graphics, promotional displays and stands, packaging and marketing, brochures and magazines, newspapers, journals, corporate reports, newsletters, email marketing and others
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Final Cut Pro and others**

MARCH 2006 – JANUARY 2007

Volunteer / MAX ZENDRON LIBRARY, São Paulo, Brazil

Could bring some joy to the life of those in need, always with activities that reinforce the need for education and health.

Education

FEBRUARY 2017

Product Design GOOGLE/UDEMY

JANUARY 2017

Human-Centered Design +ACUMEN/ IDEO.org

NOVEMBER 2016

Full Stack Web Developer FREE CODE CAMP

OCTOBER 2016

Web Design & Digital Literacy TEAM TREEHOUSE

OCTOBER 2016

Front-End Web Development TEAM TREEHOUSE

MARCH 2015 TO JUNE 2015

English Proficiency DORSET COLLEGE, Dublin, Ireland

MARCH 2013 TO JULY 2015

Master's in Branding & Brand Management INSTITUTO EUROPEU
DI DESIGN, Sao Paulo, Brazil

JANUARY 2008 TO DECEMBER 2012

Bachelour's Degree in Advertising & Communication PONTIFÍCIA
UNIVERSIDADE CATÓLICA (PUC) Sao Paulo, Brazil

MARCH 2010 to JULY 2011

Drawing and Animation 2D ART ACADEMIA, Sao Paulo, Brazil

JANUARY 2006 TO DECEMBER 2006

Art Direction, Copywriting, Offline Graphic Design, Video Design
SENAC, Sao Paulo, Brazil

About Me

I love to remain up to date with new technologies, and as a great self-taught person, I'm fully capable of learning new technical skills studying at home during my free time. I'm also an extrovert person, enjoying meeting friends and making new ones, no matter if it's at home or in a pub, accompanied by a delicious pint of craft beer.

But, it's not all about being a nerd or friendly, I also enjoy going to the gym/yoga (which I usually do every weekday), cycling or skating to work, attending guitar classes on Saturdays and cooking vegan recipes with my lovely wife.

Technical Languages

Advanced knowledge/ experience:

Adobe Lightroom
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Flash
Final Cut Pro
Bohemian Sketch
InvisionApp
Branding
Autodesk Smoke

Upper-Intermediate knowledge/experience:

HTML
JavaScript
jQuery
Git / Version Control
Social Media
Facebook Ads
Marketing
Google Adwords
Google Web Design
Google Analytics
Scrum
Perforce
Jira

Languages

Portuguese – *Native*
English – *Fluent*
Spanish – *Intermediate*

