

Frederico Carvalho | Resume

Graphic Designer, Web Designer, Front-End Developer

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Dear Hiring Manager

As a versatile designer with experience in a variety of mediums including printing, editorials, fair-events, marketing materials, social media assets, and web design and front-end development, I believe I could bring a unique blend of creativity, technical skills, and industry knowledge to your team. In my previous and continuous roles either as a free-lancer or as a member of the workforce, I was responsible for creating and managing materials, from conception to final production focusing in the enhancement of their brand identity, increase in customer engagement, on-line presence, and interaction.

The achievements includes the redesign of the Farm Picked For You, Uflawless's Skin-care website, Elite Furniture and my Own Website where I was able to leverage my knowledge in web design and development. I not only focused on an aesthetically pleasing design but also on improving user experience, focusing in the quality of the material and web traffic.

In addition to my hands-on experience, and education I honed skills in various design software like Adobe Creative Suite, Corel Draw, Figma and other tools. I also gained a comprehensive understanding of HTML, CSS, and JavaScript, enabling me to see the bigger picture when it comes to Web Design and Front-End development.

I am confident that my experience, along with my dedication to staying abreast of the latest trends in design and technology, would make me a valuable asset to a creative team.

I am looking forward to bring my creativity and passion for design to new projects, and I am convinced that this opportunity would be mutually beneficial.

SKILLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere • Adobe After Effects • Corel Draw • SketchUp • Figma • Canva • Html5 • CSS3 • Javascript • React Js • Next Js • WordPress • GitHub • MS Office • some SEO Tools

SUMMARY OF QUALIFICATIONS

- Several years of Graphic Designer experience combined with Customer Relations, Production, and Office experience.
- Online Marketing Certification, Web Development Diploma, Web Design Certificate, and a B.A in Industrial Design.
- Good verbal communication, ability to easily connect with people and establish professional relationships, good listening skills, and empathy.
- Ability to prioritize responsibilities, identify problems in need of decision-making, excellent attention to detail, and adapt to various working environments (home, office, plant).
- Ability to work with minimum supervision, self motivated, inquisitive and relentless, comfortable working with technology and arts, and autodidact.

EDUCATION

Brain Station - Web Development Diploma

April - June 2020.

George Brown College - Web Dev. Certificate

Continuing Education program - 2018

George Brown College Web Design Certificate

Continuing Education program - 2017

Pontifical Catholic University of Parana

B.A. in Industrial Design

Visual Communication.

WORKING EXPERIENCE

@ UFlawless Medical Grade Skin-care, Conti Realty Group, Elite Custom Furniture. (Free-Lancing)

- Developed and still expanding the Uflawless website, found solutions for images, photos, created promotional videos, logo, identity, and social media assets. Fixed unnecessary weight and resolution of the digital material, organized the User Interface for User Experience, and helped with the on-site SEO.
- Design / Production / SEO and Assets for Social Media of the Elite Custom Made Furniture Web Site.
- Social media assets for Conti Realty Group

Pre-press Tech | Graphic Designer | Inventory | Customer Relations and Production Schedule

@ KT Web Printing LTD. - MAR 2004 - JAN 2020

- Provided Printing Solutions to the customer base.
- Prepared the production schedule of a 24h work operation between the departments (Pre-press, Printing, Bindery/Finish, and Delivery).
- Helped more than 80 community newspapers and magazines achieve their goals in the Media Industry, including Customer Support, Graphic Design, Facilitating Distribution, Increasing Visibility, and Delivering a better production of the material.
- Ensured the seamless operation of the pre-press department (incl. Camera room, computer operations, and material process) by monitoring the inventory, customer relations, technical support, consulting, providing a good flow of information between the departments, reducing the use of mediums, materials, chemicals, and pollutants.

Graphic Designer | Customer Relations

@ Brasil News Newspaper - 2002 - 2003

- Developed the new layout to attract new prospects, created new sections to fit new content, and accommodated new clients' advertisements in the newspaper.
- Successfully implemented the tasks resulting in the growth of the client base, allowing the company to expand the frequency of the publication from monthly to bi-weekly editions.