

Frederico Carvalho | Resume

Graphic Designer, Web Designer, Front-End Developer

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Dear Hiring Manager

As a versatile Graphic Designer with experience in a variety of mediums including printing, editorials, fair events, marketing materials, social media assets, web design, and front-end web development, I believe I could bring a unique blend of creativity, technical skills, and industry knowledge to your team.

In my previous and ongoing roles, either as a member of the workforce or as a freelancer, I have served as a Graphic Designer, Prepress Technician, and Customer Service representative. My responsibilities included creating and managing materials from conception to final production, with a focus on enhancing productivity, strengthening brand identity, increasing customer engagement, improving online presence, and facilitating customer interaction.

My achievements include helping over 80 community newspapers and magazines achieve their goals in the media industry, redesigning the Farm Picked For You website, and building websites for Uflawless's skincare, Elite Custom Made Furniture, and my own website. These projects allowed me to leverage my expertise in web design and development.

In addition to my hands-on experience and education, I have honed skills in various design software such as Adobe Creative Suite, Corel Draw, Figma, and other tools including React Js and Next Js. I have also gained a comprehensive understanding of HTML, CSS, and JavaScript, enabling me to see the bigger picture in web design and front-end web 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 bringing 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 needs (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

@ (Freelancing Roles) UFlawless Medical Grade Skin-care, Conti Realty Group, Elite Custom Made Furniture.

- Design / Production / OnSite SEO of the Uflawless Skincare website;
- Design / Production / OnSite and OffSite SEO / Assets for Social Media of the Elite Custom Made Furniture Website.
- 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 Process and Printing Solutions to the customer base.
- Prepared the Daily production schedule of a 24h work operation between the departments (Pre-press, Printing, Bindery/Finishing, 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 a consistent 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.