

# Frederico Carvalho | Resume

Graphic Designer, Web Designer, SEO, Assistant

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Dear Hiring Manager

As a versatile designer with over 10 years of experience in a variety of mediums including printing, marketing materials, social media assets, and web design and 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 at Uflawless Medical Grade Skin Care, Conti Realty Group, Elite Cusm Made Furniture, KT Web Printing, and Brazil News Newspaper, I was responsible for creating and managing print and digital designs, from conception to final production.

I played a pivotal role in developing marketing materials that enhanced their brand identity, leading to an increase in customer engagement. My role also involved designing compelling social media assets, which significantly boosted their online presence and drove an increase in follower interaction.

One of my notable achievements includes the redesign of the Farm Picked For You, Uflawless's Skin-care 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, which ultimately led to an increase in web traffic.

In addition to my hands-on experience, I have a Bachelor's degree in Graphic Design from the Pontifical Catholic University of Parana (In Brazil), various Certifications, and Diploma related to web Design and Development from George Brown College and Brain Station (Toronto), where I honed my skills in various design software like Adobe Creative Suite, Corel Draw, SketchUp. 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 development.

I am confident that my experience in printing, designing marketing materials, social media assets, and web development, along with my dedication to staying abreast of the latest trends in design, would make me a valuable asset to a creative team. I am eager to bring my creative acuity and passion for design, 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 • SASS • Javascript • React Js • Next Js • WordPress • Vscod • GitHub • MS Office

## SUMMARY OF QUALIFICATIONS

- Several years of Graphic Designer experience combined with Customer Relations, Production and Office environment experience.
- Online Marketing Certification, Web development diploma from BrainStation, Web Development and Design certificates from George Brown College, 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 (office, plant).
- Ability to work with minimum supervision, self-motivated, inquisitive and relentless, comfortable working with technology and arts, and autodidact.

## EDUCATION

### BrainStation

#### Web Development Diploma

April - June 2020.

### George Brown College

#### Web Development 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. (Independent Graphic Designer role)

- Developed and still expanding the Uflawless website, created solutions for products and company images, including photos, promotional videos, logo, identity, and social media assets. Reduced the 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 of the Elite Custom Made Furniture Web.
- Currently designing social media assets for Conti Realty Group and Elite Custom Furniture.

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

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

- Responsible for Key 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.