



Erick Silva

UI/UX Designer

Profile

Dynamic professional with years of experience in Communication and Advertising, adept at crafting compelling user experiences through innovative design and strategic thinking. Leveraging a robust background in content analysis and policy enforcement, combined with expertise in digital marketing, fosters impact solutions that resonate with users. Committed to merging creativity with technical acumen, ensuring the delivery of high-quality results in every project.

Employment History

Process Executive – Data at Cognizant Portugal, Lisbon

April 2022 — Present

- Reviewed and analyzed content for a leading video platform, ensuring compliance with global policies.

Customer Service – Facebook Ads at Teleperformance Portugal, Lisbon

April 2021

- Assisted small and medium-sized businesses with Facebook Ads, helping optimize campaigns and troubleshoot issues.
- Provided support for ad accounts, billing, Business Manager accounts, and general advertising inquiries.
- Ensured compliance with Facebook advertising policies and guided clients in best practices for digital marketing.

Marketing Manager at Vitaker London, Lisbon

April 2020 — October 2020

- Led digital marketing strategies for a global cosmetics brand, increasing online engagement.
- Managed branding initiatives, ad campaigns, and reporting on performance metrics.

Art Director at Via Carioca Agency, Niterói, RJ

February 2017 — January 2019

- Developed advertising campaigns from ideation to execution for print and digital media.
- Created brand identities, marketing visuals, and design assets for client projects.

Details

Lisbon

Portugal

+351 967955214

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Links

[LinkedIn](#)

[Portfolio](#)

Skills

Adobe After Effects

Prototyping

Wireframing

Figma

Adobe Illustrator

Adobe Photoshop

Blender 3D

Languages

Portuguese

English

Education

Postgraduate in Digital Product Design (UX/UI), Anhanguera, Niterói

January 2023 — July 2024

Focused on UX research, wireframing, prototyping, usability testing, and digital product strategies.

MBA in Business Process Management, UNIESPG, São Paulo

January 2018 — June 2022

Focused on business structuring, from developing a business plan to tax laws, market strategies, and people management.

Bachelor's Degree in Social Communication (Advertising & Propaganda), Estácio de Sá, Niterói, RJ

July 2012 — July 2018

Focused on preparing the students for the agency market through the study of advertising campaigns, communication strategies, and social communication.

Internships

English Exchange Program at Erin School of English, Dublin

January 2016 — October 2016

Six-month intensive English course with ten months of cultural immersion in Ireland.

Courses

Google Ads Certifications, Google Academy

May 2022 — December 2022

Figma for Prototyping & UI Design, Udemy

January 2024 — June 2024

Branding & Social Media Strategies, Udemy

March 2023 — November 2023