



# LIVIA BOER

Graphic Designer

## PERSONAL INFO

✉ boer.livia@gmail.com

☎ +40 739 611 570

👤 29 years old

BACHELOR'S DEGREE IN PRODUCT DESIGN

2013 - 2017

Universidade Federal do Paraná (UFPR)

## LANGUAGES

Portuguese - native

English - native/bilingual

Italian - B1

Romanian - A2

## CHECK OUT MY PORTFOLIO:

<https://livboer.github.io/Portfolio-Livia-Boer/>

I'm a dynamic Graphic Designer and Marketing Specialist with an aptitude for turning creative ideas into impactful visuals and strategies through the Design Thinking process. Over the years, I've improved my skills in designing digital and print materials, assuring brand consistency and innovation. At Novarion, I've successfully managed multiple projects, from creating eye-catching designs to developing effective marketing campaigns that boosted lead generation and sales.

What inspires me is the joy of transforming ideas into reality - whether through compelling visuals or strategic marketing initiatives. I'm moving back to Brazil, and I aim to continue growing in graphic design and marketing, collaborating on projects to bring innovative concepts to life while making a tangible impact.

## WORK EXPERIENCE

**NOVARION - 2022 - Present**

• Romania

**Graphic Designer & Marketing Specialist**

Design graphic materials, digital and print, for Novarion and all its subsidiaries.

Manage social media for Novarion and The Lake Home.

Plan, create, and analyze advertisement strategies focused on lead generation.

Develop on WordPress the landing page [locuintamea.novarion.ro](https://locuintamea.novarion.ro), and the websites [iaconidentalclinic.ro](https://iaconidentalclinic.ro) and [xuxinvestment.ro](https://xuxinvestment.ro).

Develop and code the websites: [novarion.ro](https://novarion.ro), [thelake.ro](https://thelake.ro) and [cofraje.dmxconstruction.ro/home](https://cofraje.dmxconstruction.ro/home).

**UNIVERSO POTENCIAL - 2020 - Present**

• Brazil

**Graphic and Instructional Designer**

Design graphic materials, digital and print.

Develop WordPress website [universopotencial.com.br](https://universopotencial.com.br).

Create social media content.

Design the cover for their new book.

Develop and manage two online courses on Eduzz.

## SOFT SKILLS

Time management  
Organization  
Leadership  
Teamwork and Collaboration  
Proactivity  
Communication  
Project management  
Design Thinking process

## HARD SKILLS

Adobe Creative Suite  
Front-end development  
WordPress  
Figma  
Social Media  
Google Ads and Meta Ads  
Data analysis

### **DIRETO AO PONTO - 2021** ***Freelance Graphic Designer***

• Brazil

Develop the mentorship's identity.  
Create promotional materials.  
Create a release planning for social media, WhatsApp and email.  
Create a landing page for lead generation on LeadLovers  
Set up the mentorship program on Nutror, an online course platform.

### **PIZZA DE CASĂ - 2020-2021** ***Freelance Graphic Designer***

• Brazil

Develop the company's branding.  
Design promotional materials, print and digital.  
Manage social media – their main platform for communication and to attain customers.

### **SMART ACADEMY OF LANGUAGES - 2019-2020** ***English Teacher***

• Romania

Teach children from ages 9 to 16, of levels from A1 to B2.  
Develop lesson plans based on the school's method.  
Prepare the students to take the Cambridge Exam.

## VOLUNTEERING EXPERIENCE

### **AIESEC EXCHANGE - 2019** ***Discover Schools Pitești, Romania***

14th January - 28th February  
Plan and deliver sessions regarding personal development for 4th to 8th graders at Marin Preda Primary School.

### **PEQUENOS DO MUNDO - 2018** ***Universidade Federal do Paraná (UFPR)***

Extension project part of the Psychology program.  
Plan and deliver sessions for immigrant children from 6 months to 10 years old, using art as a mediator to introduce Portuguese.  
Take part in the Psychology study group.

### **CENTRO JUVENIL DE ARTES PLÁSTICAS - 2018** ***Art educator***

Plan and deliver art and design lessons for two classes from ages 7 to 13.  
Develop works each semester based on the themes: shape experimentation and urban art.  
Assemble an exhibition of the student's projects.