

# EDUARDO LEVI

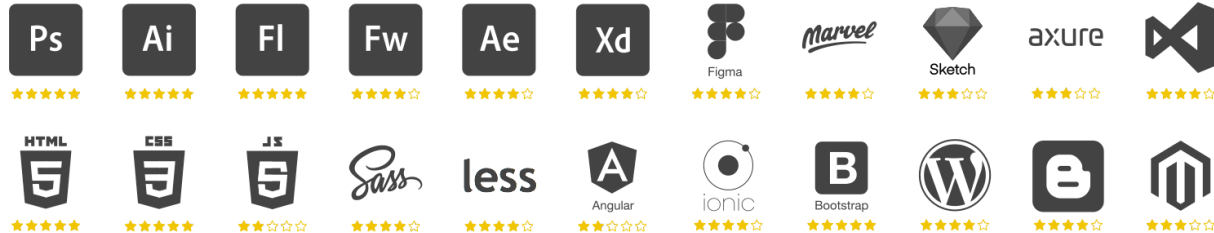
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## < HIGHLIGHTS />

- Strong visual sense with the ability to take original ideas from concept to completion.
- Solid understanding of web design standards, responsive design, mobile, UI design and UX design in accord with the principles of user-centred design.
- Outstanding ability implementing design practices to bring significant improvements in efficiency.
- International experience receiving and providing training in LA, Buenos Aires and Santiago.
- Spoken languages: Portuguese, Spanish and English.
- Proficient in HTML, CSS (Less & Sass), Bootstrap, Ionic and Google Material. Adaptive to new technologies. Basics in angular, javascript and php.
- Excellent skills in software such as Photoshop, Illustrator, After Effects, Flash, VS Code, and UI design prototyping tools like Adobe XD, Axure RP, Sketch and Figma.



## < PROFESSIONAL HISTORY />

### Web It Out / Olá! – 2008 to 2019 *Founder / UX, UI and Front-End Designer*

- Conceptualized UI design Wireframes, Prototypes, programmed Front-End Design, **delivering modern and responsive user-centred applications and websites on multiple devices.**
- Conducted UX design tests and interviews with team members and end-users **empowering the digital experience in apps and websites.**
- Originated a variety of graphic, web and digital designs, **showing professional versatility.**
- Created logotypes, corporate identity, completed iconography **generating strong brand value.**

### **HSM Management – 2006 to 2007** *Web Designer*

- HSM Brand Design training attended in Buenos Aires **ensuring the correct application of visual identity on every online and digital material.**
- Head of the Event's Portal introducing UX Design techniques to improve marketing funnel and **new lead generating.**
- Revitalized digital Designs **supporting and increasing online sales.**

### **Henkel – 2003 to 2006** *Digital and Web Designer*

- **Successfully implemented Loctite CMS in South America guaranteeing the correct project development in the region within the deadline.**
- Attended CMS course in Los Angeles **allowing me to provide proper CMS training after in São Paulo, Buenos Aires, and Santiago, saving time and costs for Henkel.**
- Innovated digital and graphic designs **increasing online mindshare and sales.**
- Established institutional and sales videos **to improve marketing strategies.**

### **< EDUCATION />**

Bachelor's degree in **Advertising and Creativity** – 2004 – Mackenzie University, São Paulo - Brazil

Post-Graduation in **Interactive Medias** – 2006 – SENAC, São Paulo - Brazil

### **< CERTIFICATION AND TRAINING />**

- **Design Thinking** – 2019 – IBM Design Thinking Field Guide
- **Adobe CS3** – 2006 – HSM in Buenos Aires, Argentina
- **Adobe After Effects CS5** – 2011 – SENAC
- **Flash** – 2003 – SENAC
- **Film Office (Film making)** – 2003 – SENAC
- **Communication Planning** – 2007 – SENAC
- **Customer Service** – 2015 – ESPM
- **Digital Marketing** – 2011 – Internet Innovation
- **Google Ads Fundamentals** – 2010 – GOOBEC