



+351928111980

rendallhd@gmail.com

Lisbon

<https://rendall87.github.io/rendallportfolio/#>

## EDUCATION

### Bachelor's Degree in Multimedia Design

University of Beira Interior

2013 - 2015

Development of Creative Skills: Students will learn to think creatively and apply innovative solutions in design projects.

## SKILLS

- **Design Tools:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and other design tools.
- **Digital Design Expertise:** Specialized in creating digital marketing campaigns, social media content, and e-commerce design.
- **Creativity and Problem Solving:** Proven ability to develop impactful designs that not only attract attention but also drive conversions, always in line with industry trends.
- **Motion Design Knowledge:** Familiar with motion design and video editing using After Effects and Premiere Pro, enhancing visual storytelling capabilities.
- **Attention to Detail:** Committed to high-quality standards and precision, capable of delivering under tight deadlines.

# CLAIDIR RENDALL

## MARKETING DESIGNER

## PROFESSIONAL SUMMARY

Highly motivated and creative Graphic Designer with over 4 years of experience in digital marketing environments. Specializing in creating captivating visual materials that not only attract but also engage and convert the target audience. I believe effective design is crucial for the success of any campaign, which is why I remain attuned to industry trends and the cultural preferences of diverse audiences. Passionate about sports, particularly basketball, I possess a deep understanding of the aesthetics and visual communication needed to connect with fans and enthusiasts.

## EXPERIENCE

- 2023 - Now

### Graphic Designer

Homelovers /

- **Development of Design Materials:** Create design for digital marketing campaigns, including social media, email marketing, and paid ads, always respecting the brand's visual identity and commercial objectives.
- **Cross-Departmental Collaboration:** Work closely with marketing and content teams to ensure designs meet and exceed project expectations, maximizing visual impact and campaign effectiveness.
- **Creation of Graphics and Layouts:** Develop appealing layouts for social media posts, landing pages, banners, and newsletters, focusing on optimization for conversion and audience engagement.
- **Brand Consistency Maintenance:** Oversee brand identity consistency across all communication channels, including events and promotional materials, ensuring a professional and coherent presentation.

- 2020 - 2023

### Graphic Designer

Healthnews /

- **Creative Concept Development:** Collaborated with the marketing team to brainstorm and develop creative concepts for various campaigns, resulting in increased brand visibility and audience engagement.
- **E-commerce Design Expertise:** Developed product designs and promotional graphics for the e-commerce platform, achieving a 30% increase in click-through rates on promotional banners.
- **Branding Projects:** Played a key role in rebranding initiatives, including logo design, brand identity guidelines, and promotional materials, ensuring a cohesive look across all platforms.
- **Client Presentations:** Prepared and delivered presentations to clients showcasing design concepts and campaign proposals, effectively communicating ideas and securing client approval.

- Passion for Sports: Deep interest in basketball, allowing me to create engaging content that resonates with sports enthusiasts.

## HOBBIES

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- Photography
- Video games
- Run

## LANGUAGES

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- Inglês
- Português
- Italiano

## COURSES

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- 2022 / Trainng Partners

### Digital Marketing Fundamentals

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- 2021 / Udemy

### Branding and Identity Design

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- 2020 / Udymi

### Motion Graphics and Animation