



Claidir Rendall

Marketing Designer

Contact info

- +351928111980
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- Portugal, Lisbon

Educação

- University of Beira Interior 2013 - 2015

Habilidades

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.

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

Passatempos

- Photography
- Video games

Resumo profissional

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.

Experiência

- Graphic Designer 2023 - Agora 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

Run

Cursos

- Digital Marketing Fundamentals

2022
- Trainng Partners
- Branding and Identity Design

2021
- Udemy
-
- Motion Graphics and Animation

2020
- Udymi

Línguas

Inglês Português Italiano

materials, ensuring a professional and coherent presentation.

● Graphic Designer

2020 - 2023

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.