Contact

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www.linkedin.com/in/vivianetferrari (LinkedIn)

https://bit.ly/vivianeferrariportfolio (Portfolio)

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Skills

Web Design
WordPress
Front-End
HTML
CSS
Java Script
Graphic Design
UX Design
Amp Script
Marketing Cloud (Sales Force)
Figma
Bootstrap
 jQuery
Adobe Creative Suite
React.js
TypeScript
Git
Github
Code versioning
Programming

Languages

Portuguese (Native)

English (Full Professional)

Spanish (Basic)

Certifications

UX Designer
Web Developer
Visual Designer
All iN platform training

Viviane Temoteo Ferrari

Front-End | UX Designer | Web Developer | Graphic Designer

Santo André, São Paulo, Brazil

Resume

I am a Web Designer with a degree in Advertising, bringing extensive experience from renowned companies. I work daily with Illustrator, Photoshop, and InDesign, programming in CSS, JavaScript and HTML. I leverage my skills to create graphic arts, e-commerce banners, promotional campaigns, email marketing, websites and landing pages. Additionally, I pursue digital illustration as a hobby and undertake freelance work both offline and online, creating cards, invitations, banners, folders, and layouts.

Recently completed an exchange program in Sweden and currently enrolled in Front-end Engineering at EBAC (British School of Creative Arts and Technology).

My professional journey includes roles such as Senior Web Designer at Genial Investimentos, where I created banners and digital marketing campaigns using HTML5, CSS, and JavaScript. At Empiricus, I developed banners, marketing emails, and digital campaigns using similar technologies. Previously, at Amissima, I contributed to the visual communication of the website and developed offline materials such as folders, vouchers, invitations, and tags, adhering to brand identity guidelines.

I possess strong skills in Git and GitHub, essential for code versioning, team collaboration, and web development project management. Additionally, my expertise spans Web Design, WordPress, HTML, CSS, JavaScript, Graphic Design, UX Design, Amp Script, Marketing Cloud (Salesforce), Figma, Bootstrap, jQuery, Adobe Creative Suite, UX Designer, Web Developer, Visual Designer, React.js, TypeScript.

Professional Experience

Genial Investimentos
Senior Web designer
Aug 2022 - Dec 2023 · 1 year 5 months
São Paulo, Brazil
Senior web designer on the CRM(Customer Relationship Management) team at Genial Investimentos. Responsible for creating banners and digital marketing campaigns of several formats across HTML5, CSS and J ava Script. Treatment of images, creation of concepts on Illustrator and Photoshop; Development of email marketing templates in html5 and CSS for Salesforce Platform.

Empiricus
Senior Web Designer
Jun 2018 - Jun 2022 · 4 years 1 month
São Paulo, Brazil

Responsible for creating banners, marketing emails and digital marketing campaigns of several formats across HTML5, CSS and Java Script.

Amissima

Web Designer

Apr 2017 - Feb 2018

São Paulo, Brasil

Creation of graphical communication on the site Amissima with images and texts. Development of pieces, as a complement, offline of the brand, such as folders, vouchers, invitations and tags respecting the guidelines of the brand's visual identity.

Stamaco Ferramentas

Graphic designer

May 2015 - Feb 2017

São Paulo, Brazil

Treatment of images, creation of concepts on Illustrator, Photoshop and InDesign; Development of email marketing in html5; Creation of internal and external newsletters, packaging, company visual identity (cards, html e-mail signatures, etc);
Point of contact for Advertising Agencies and Graphic Design, with responsibilities that include: media budgets distribution and marketing strategies for the company.

Freelance (Self employed)

Web designer freelancer

2011 - 2015

Skills: Graphic Design · WordPress · Web design · JavaScript · HTML5 · CSS · jQuery

Universidade Municipal de São Caetano do Sul

Technical Monitoring – University Journal – Periodicals Portal

Apr 2010 - Mar 2011

São Paulo e Região, Brazil

Editing and layout of online and printed communication and computing magazines, translation of articles from English to Portuguese, cover creation, email marketing for professors, masters and doctors from universities in Brazil and Canada.

Universidade Municipal de São Caetano do Sul

Illustrator - Distance Learning

Apr 2010 - Mar 2011

São Paulo e Região, Brazil

Illustration and creation of content for the distance classes of the University's semester courses.

Academic Education

UNIVERSITY CENTER ETEP
Postgraduate - MBA
MBA IN STOCK ANALYSIS AND FINANCE
2021 - 2022

Municipal University of São Caetano do Sul
Bachelor in Social Communication, Advertisement
2009 - 2012

College Dr. Clovis Bevilacqua
Advertising Technician
2005 - 2008