



EDSON MUTRAN

DESIGN LEAD

ABOUT ME

I'm a Designer with over 13 years of professional experience, graduated in Advertising and Marketing, with a postgraduate degree in Graphic Design and passionate about Digital. I have worked on the most diverse graphic projects, from online to offline, with expertise in UI and UX Design, User Research, Branding, Leadership, Project Management, Adobe Suite, SkechApp, Figma, Prototyping, Design System, Handoff, Dev Tools, Frameworks Web, App and also with programming (HTML, CSS, SCSS, SASS, JavaScript and Git). I solve user pains, aligning Design with Engineering, Product and Data.

EDUCATION

GRAPHIC DESIGN
MASTER DEGREE - FAAP
2013 - 2015

ADVERTISING AND MARKETING
DEGREE - FAZ
2007 - 2010

LANGUAGES

Portuguese
Native

English
Advanced

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Location
São Paulo, SP - Brazil

WORK EXPERIENCE

2019-2023

CREATIVE COORDINATOR
Empiricus - São Paulo/SP - BR

- Active participation in the rebranding of the Empiricus group, including all its aspects;
- Team recruitment and integration, training professionals through mentoring practices that aim to develop a posture of self-responsibility, communication and organization;
- Identify and provide new Design tools that enable Designers to perform better in their daily activities;
- Understand where restrictions, reworks and misalignments are, establishing and reviewing processes and other work documentation. Make the work dynamics flow, improving the speed and quality of Design in the company;
- Directing Designers to obtain better results through metrics that demonstrate the results of Design initiatives for Designers and Managers;
- Participation in the ceremonies (daily meeting, planning and retrospective) seeking to identify opportunities for improvement regarding communication, processes and design tools.

2018-2019

SENIOR UI/UX
Wemind - São Paulo/SP - BR

Prototyping, planning and realizing user/client interfaces, improving the user experience with the products. Contributing to the constant improvement of navigability, aesthetics and organizational. Construction from start to finish of the entire user.

2017-2018

DIRETOR DE ARTE
OLV Eventos - São Paulo/SP - BR

Creation of internal and external graphic pieces, both online and offline, for clients such as Bradesco, Netflix, Vtex, B2W, LG, among others. And maintenance of the company website.

2015-2015	WEB DESIGNER MT Equipamentos - São Paulo/SP - BR
	Creation of online pieces for the brand's e-commerce, image processing and development of internal offline pieces.
2014-2014	GRAPHIC DESIGNER Não Mais Pelo - São Paulo/SP - BR
	Creation of graphic and digital pieces requested by units throughout the state of SP, also performing general marketing service for the company.
2012-2014	GRAPHIC DESIGNER Funclick USA - São Paulo/SP - BR
	Creation of company-specific material such as photo totems and frames. And also inner material.
2012-2012	GRAPHIC DESIGNER PorExtenso Marketing - São Paulo/SP - BR
	Elaboration of layouts for websites, creation of email marketing, logos and advertising pieces in general.
2010-2011	PRODUCT DESIGNER Alimento Seguro - Belém/PA - BR
	Development of design of product labels, logos and visual identity materials for food companies.
2009-2010	GRAPHIC DESIGNER Ná Figueredo - Belém/PA - BR
	Design of cd and dvd covers, creation of prints for t-shirts and closing of files of printed materials.
2008-2008	VIDEO EDITOR C8 Comunicação - Belém/PA - BR
	Video editing, graphic design and camera assistant.

SKILLS

DESIGN

Adobe Photoshop
 Adobe Illustrator
 Adobe Indesign
 Adobe After Effects
 Adobe XD
 Figma
 SketchApp

CODE

HTML
 CSS/SCSS/SASS
 JavaScript
 Vue
 Styled Components
 Git

OUTROS

Maze
 Motion
 Asana/Monday
 Azure
 Devops
 InVision/Marvel