



# 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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woodmutran.com  
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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	<b>WEB DESIGNER</b> 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	<b>GRAPHIC DESIGNER</b> 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	<b>GRAPHIC DESIGNER</b> Funclick USA - São Paulo/SP - BR	Creation of company-specific material such as photo totems and frames. And also inner material.
2012-2012	<b>GRAPHIC DESIGNER</b> PorExtenso Marketing - São Paulo/SP - BR	Elaboration of layouts for websites, creation of email marketing, logos and advertising pieces in general.
2010-2011	<b>PRODUCT DESIGNER</b> Alimento Seguro - Belém/PA - BR	Development of design of product labels, logos and visual identity materials for food companies.
2009-2010	<b>GRAPHIC DESIGNER</b> 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	<b>VIDEO EDITOR</b> C8 Comunicação - Belém/PA - BR	Video editing, graphic design and camera assistant.

## SKILLS

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### 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