

OBJECTIVE

Use and build my design and research skills at a firm that works on meaningful projects that aim to improve human value and experience.

EDUCATION

User Experience Design Certification

General Assembly, San Francisco, CA

01/26/2021 - 04/01/2021

Learned the tools and techniques needed to translate user wants and needs into a fully functional design solution for a real present-day problem. I accomplished this by making use of design thinking and user research strategies, as well as data gathering tools, learned throughout the course.

As a quick review, the material covered and learned by the User Experience Design course at General Assembly was: User Research Methods, Contextual Inquiry, User Interviews, Synthesizing Findings, Affinity / Journey Mapping, HMW Statements and Problem Statements, Feature Prioritization, Wireframing, Visual Design (Type, Color, Imagery), Design Patterns & Systems and Design for Behavior Change. The software learned was Figma, Sketch and Maze.

Master of Fine Arts in Graphic Design

Academy of Art University, San Francisco, CA

01/26/2015 - 15/08/2018

Re-visited and refined basic design skills of ideation, prototyping, composition and presentation (not to mention knowledge of the most up to date software Photoshop, Indesign, Illustrator, After Effects, Final Cut, and Adobe XD) as well as extended my skills into content creation, authorship, entrepreneurialism, and social innovation all focused on a thesis development.

Bachelors in Advertising

Centro Universitário Senac, São Paulo, Brazil

01/04/2010 - 05/06/2014

Learned all the theoretical and practical skills required to work in the field through an advertising agency based curriculum. Equipped with the most up to date resources of production for multiple platforms, this course focused on shaping free thinking creative professionals who work in an efficient and ethical manner.

Each semester students were required to engage with real life challenges, individuals, and businesses and propose creative solutions that would benefit society as a whole.

Bachelors in Visual Communication — Graphic Design

Centro Universitário Senac, São Paulo, Brazil

01/07/2008 - 07/26/2013

Learned all the basic artistic and technical skills required to work as a graphic designer, from concept ideation, project management, to production and presentation. This course focused on the areas of graphic, product and digital design with focus on new technology and sustainability. The software knowledge attained from this course range from Photoshop, Indesign, Illustrator, After Effects, Final Cut, Rhinoceros 3D and Flash.

Each semester was finalized with a series of design projects that the students could pick from in order to put together their own professional portfolio for graduation.

EXPERIENCE

Designer

WineGlass Marketing, Napa, CA

03/05/2019 - 06/24/2021

Collaborated on a plethora of projects for the Wine Industry with input from the Creative Director. Was able to uphold strong written and verbal communication skills with clients and good time management skills needed to work within a dynamic team structure.

Successfully created design content within the budgeted time frame after receiving tasks from the team. These tasks ranged from digital design, including website development on Winedirect, email development, graphic and infographic content, video production and editing, and social media assets (posts, targeted ads, and gifs for company Facebook, Instagram and Pinterest accounts.). As well, but not limited to, a range of print designs including brochures, posters, business cards, etc

Software knowledge includes: HTML and CSS, to be applied within and outside of the Winedirect environment for both websites and emails. Knowledge of Photoshop, Illustrator, Dreamweaver, InDesign, and After Effects for graphic development and photo manipulation. Canva, Hootsuite and Eclincher for social media management.

Design Intern

Allbirds, San Francisco, CA

09/17/2018 - 01/11/2019

Follow the company's brand guidelines and rules while executing various projects at a time. Overall, supported and assisted the creative and marketing team on any task given. Tasks and projects ranged from: helping organizing photoshoots (from defining the concept, prop gathering, managing model database, to helping out during the day of the shoot), creating Google ads and social media artwork for posts (including gifs and banner ads for Pinterest), designing internal communication print assets (invitations, cards, and posters), to assisting with customers at the Allbirds store in San Francisco, CA. For this role, I reported directly to the Creative Director and Brand Designers.

Software knowledge includes: Photoshop, Illustrator and InDesign.

Creative Director & Graphic Designer

Studio Serejo, São Paulo, Brazil

04/04/2014 - 04/06/2015

Defined company brand guidelines and overall branding concept. Managed all aspects of product & print design, as well as production requirements and costs. Organized and managed the studio's database of possible art exhibitions, patrons and art & design collective partnerships. Created social media artwork and ads to promote the studio's services and designs. Helped during event and art exhibitions in set-up and clean-up.

Software knowledge includes: Photoshop, Illustrator, InDesign, After Effects and Final Cut.

SKILLS

- _Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver)
- _Prototyping Software (Figma and Adobe XD)
- _Presentation & User Centered Research
- _Illustration (graphics and infographics), animation & video editing

LANGUAGES

- _English (Fluent)
- _Portuguese (Fluent)
- _Spanish (Advanced)
- _French (Intermediate / Advanced)