

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 - EUA 2021

MFA Graphic Design

Academy of Art University, San Francisco, CA - EUA 2018

BFA Advertising

Centro Universitário Senac, São Paulo - Brazil 2014

BFA Visual Communication — Graphic Design

Centro Universitário Senac, São Paulo - Brazil 2012

EXPERIENCE

Head of Branding | UX/UI Designer

Let's Delivery, São Paulo, SP - Brazil 2022

- _ Re-defined and updated brand guidelines
- _ Provided Social Media & marketing strategy by using design thinking
- _ Mediated and conducted interviews with stakeholders and employees
- _ Worked closely with the UX and UI team to present a coherent visual design for the main delivery platform

Designer

WineGlass Marketing, Napa, CA 2019

- _ Created designed content for a range of print design
- _ Created illustrations, graphics and infographics for use in digital and print design
- _ Developed and edited email designs
- _ Assisted in social media strategy (posting organic content and targeted Ads)
- _ Development and editing of video production

Design Intern

Allbirds, San Francisco, CA 2018

- _ Assisted Senior and Junior Graphic Designer on given tasks
- _ Managed material gathering, organization & assisted in photo-shoots
- _ Worked closely with Performance Marketing team to create ads, gifs, and social media posts to drive sales and raise brand awareness
- _ Managed database of brand illustration and photography assets

SKILLS

- _ Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver)
- _ Coding (Html)
- _ 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)