

Milena Caldas | Illustration and Graphic Design

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Professional Summary

Illustrator and Creative Designer with 5 years of experience, specializing for the past 3 years in digital illustration, concept art, and Design Thinking. Proficient in Adobe Creative Suite and Procreate. Experienced in collaborative environments within the marketing and technology sectors. Extensive background in creating illustrations for events, apps, and visual campaigns, developing impactful visual identities and digital artwork.

Languages: Portuguese, English, Spanish, Italian.

Areas of Expertise

Professional Skills | Digital Art, Vector Art, Traditional Illustration, Mixed Media, Character Design, Usability Testing, Wireframing, Social Media, Design Thinking, Storyboarding, Project Documentation, Design System, User Flow, Style Guide, Media Kit, Persona.

Technical Skills | Procreate, Clip Studio Paint, Adobe Creative Suite- Photoshop, Illustrator, PremierePro, XD, Indesign, Lightroom -, Figma, Miro, Coreldraw, Blender, Trello, Notion, Slack, Microsoft Teams.

Professional Experience

Graphic Designer, Hospital Pequeno Príncipe | 2025 - Present

- Create original, high-impact illustrations—including mascots, characters, and themed artwork—for internal campaigns, printed posters, and hospital-wide events.
- Design and finalize endomarketing materials, event visuals, and promotional assets for both print and digital channels, meeting tight deadlines in a high-volume workflow.
- Deliver fast-turnaround creative content while maintaining quality, consistency, and alignment with institutional branding.
- Prepare artwork for large-scale print production, ensuring technical accuracy and print-readiness across various formats and materials.
- Collaborate daily with a large, multidisciplinary marketing team, contributing to concept development and adapting visuals to different audiences and goals.
- Balance multiple projects simultaneously in a fast-paced environment that demands flexibility, attention to detail, and strong time management.

*Portfolio available upon request due to confidentiality of materials produced..

Graphic Designer, Freelancer | 2019 - Present

- Conceptualization, development, and testing of digital and print graphic pieces;
- Illustration for social media, digital marketing campaigns, and branding;
- Character Design;
- Creation of illustrations for events, apps, and institutional materials, combining digital and traditional art for different platforms;
- Social Media content on illustration, exploring digital and traditional techniques for diverse audiences;
- Experience with illustration in both physical and digital media, including colored pencils, watercolor, and vector art.

Designer, Sollemne Papelaria | 2023 - 2025

- Digital illustration and watercolor for personalized invitations, adding a unique touch to each event.
- Illustration for digital invitations and custom stationery, blending technique with artistic expression.
- Development of illustrations for packaging and visual identities, ensuring aesthetic and conceptual consistency.
- Design and production of custom packaging with exclusive artwork, managing projects from initial sketch to final execution.

Graphic Designer, Leme Inteligência Forense | 2024

- Maintenance and implementation of Brand Identity and Guidelines.
- Layout design of printed materials for high-volume production.
- Commercial video capture and editing;
- Active collaboration with multidisciplinary teams;
- Development of graphic materials and booth designs for high-visibility events;

UX/UI Designer, Apple Developer Academy | 2021 - 2022

International partnership between **Apple** and **PUCPR** University aimed at providing a creative production environment within the iOS ecosystem and guidelines.

- Vectorized Mascot Design for mobile applications and digital marketing.
- Creation and implementation of user navigation flows.
- Development of user-centered applications (UX/UI), conducting usability testing to identify needs and implement improvements.
- Prototyping of screens in low, medium, and high fidelity.
- Application of Human Interface Guidelines (HIG).
- Development and maintenance of Design System.

Education

- Bachelor's Degree in Graphic Design, UFPR - Universidade Federal do Paraná | 2019 - 2023
- Apple Developer Academy, PUCPR - Pontifícia Universidade Católica do Paraná | 2021- 2022

Awards

- Winner of the **Apple** Swift Student Award, 2021
- Finalist of the **Prêmio Bornancini** de Design, 2020

Other Experiences

- Design Internship, IPPUC - Instituto de Pesquisa e Planejamento Urbano de Curitiba | 2023
- Designer and Sales Associate, Junior Design | 2019