

Professional Summary

Creative designer with 5 years of experience, specializing in branding, conceptual design, and design thinking. Proficient in Adobe Creative Suite (Photoshop and Illustrator) and Figma. Experienced in collaborative environments within the marketing and technology sectors. Extensive experience in the YouTube thumbnail creation field, delivering high-quality visual solutions that drive brand engagement.

Areas of Expertise

| Technical Skills | | Professional Skills | |
|------------------|-------------|----------------------|-------------------------|
| • Illustrator | • Figma | • Image Manipulation | • Brand Alignment |
| • Photoshop | • Procreate | • Design Thinking | • Project Documentation |
| • PremierePro | • Canva | • Storyboarding | • Feedback |

Professional Experience

Graphic Designer, Freelancer | 2019 - Present

Design services offered remotely, specializing in developing customized visual solutions in branding and digital marketing, ensuring impactful results aligned with the goals of the brands served.

- Conceptualization, development, and testing of digital and print graphic pieces.
- Successfully conceived and implemented digital marketing campaigns, resulting in a more than 400% increase in video channel views.
- Development of branding materials for international clients.

Product Designer, Sollemne Papelaria | 2023-2024

Experience as a designer in a small business specializing in custom stationery and event materials, with an emphasis on creating distinctive, high-quality solutions for demanding clients.

- Client prospecting and retention.
- Conceptualization, design, prototyping, and assembly of custom items for institutional events.
- Comprehensive understanding of materials and demands in the graphic production industry.

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

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

- Brand Development and Branding, with innovative strategies to strengthen brand identity and drive business success.
- Mobile Interface Design, adopting best practices in usability and iOS design to create exceptional user experiences in applications.
- Implementation of Design Systems, ensuring consistency and efficiency across all design projects.
- App Store- successful delivery of mobile applications for iOS.

Education

- Bachelors Degree in Graphic Design, Universidade Federal do Paraná | 2019 - 2023
- Apple Developer Academy - PUCPR | 2021 - 2022

Awards

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

Languages

- Native Portuguese
- Fluent English
- Advanced Spanish

Other Experiences

- Design Internship, IPPUC - Instituto de Pesquisa e Planejamento Urbano de Curitiba, 2022
- Designer and Sales Associate, Junior Design, 2019