



EDUCATION

- **Certificate in Business - Selc College** 2018 - 2019
Vancouver, BC - Canada
 - **Certificate in Customer Service - Greystone College** 2017 - 2018
Vancouver, BC - Canada
 - **Certificate in Business English - ILAC** 2013 - 2014
Vancouver, BC - Canada
 - **BA in Graphic Design - Anhembi Morumbi University** 2009 - 2012
São Paulo - Brazil
-

WORK EXPERIENCE

AntiSocial Solutions - Senior Designer 2021 - Present
Vancouver, BC - Canada

- Generating ideas and concepts for social media campaigns in conjunction with other teams.
- Overseeing design projects, from conception to delivery.
- Managing and delegating responsibilities to other designers and provide directions.
- Creating and delivering motion graphics for various media and platforms.
- Presenting completed ideas to clients/team members.
- Coordinating activities with other artistic and creative departments.

STRIKE MVMNT - Senior Designer 2017 - 2021
Vancouver, BC - Canada

- Develop multiple ideas and solutions on a per project and new releases basis.
- Assist with development of brand strategy and strategic positioning on the market.
- Designed and developed the rebranding of the website, bringing a new user and buying experience strategy.
- Directed and oversaw photoshoots for the new line of clothing and footwear.
- Manage a range of internal brand design projects ensuring that all work reflects the revised visual identity guidelines.
- Designed and created assets for social media platforms including static graphics and videos.

SO Creative - Senior Designer 2014 - 2017
São Paulo - Brazil

- Regularly attended meetings with the clients to understand the needs and show the creative strategy for the project.
- Collaborate and contemplate user experience strategy and concept.
- Researched and developed the best way to reach the user engagement.
- Created and prototyped multi-platforms layouts (web and print) according to the UX strategy.
- Produced product catalogs, marketing materials such as brochures and flyers, direct mail materials and e-mail campaigns.

The Group - Worldwide Partners - Intermediate Designer 2012 - 2013
São Paulo - Brazil

- Developing and executing creative concepts for leading-edge marketing and web solutions.
- Creating digital layouts and managing the material for the brands.
- Created digital visual identities for digital campaigns and digital placement.
- Regularly liaising with the marketing team to ensure the best creative solutions are realized, implemented and delivered.



PontoPPT Creative Presentation - Graphic Designer

2011 - 2012

São Paulo - Brazil

- Developing concepts and artwork, creating graphic design solutions from concept through to completion.
- Responsible for creating a wide range of creative presentations, publications and advertising.
- Animated assets from Photoshop converted into slides using Powerpoint and Keynote.

SOAP Presentation - Graphic Designer

2011 - 2012

São Paulo - Brazil

- Developing concepts and artwork, creating graphic design solutions from concept through to completion.
- Responsible for creating a wide range of creative presentations, publications and advertising.
- Animated assets from Photoshop converted into slides using Powerpoint and Keynote.

Editora Gráficos Burti HD - Photo Retoucher

2010 - 2011

São Paulo - Brazil

- Trained in image cloning, digital enhancing, image animating and silhouetting.
- Adept at outsourcing product images for clipping, working on tightly scheduled timelines.
- Managed color correcting and photo editing projects to improve the quality of high-end print brochures and company website.

SKILLS

Photoshop



After Effects



Illustrator



Premiere Pro



InDesign



Figma

