

PROFILE

I am a Graphic Designer with over five years of experience specializing in branding, visual design, and creating impactful graphic assets. My expertise spans from crafting compelling brand identities to developing marketing materials that enhance communication and engagement.

I am passionate about the end-to-end creative process, from concept development to final execution, ensuring that every piece aligns with a brand's essence and speaks effectively to its audience. I thrive on combining strategy and aesthetics to create user-centered solutions that generate real results.

Currently, I am expanding my skills in UI design and Design Systems, deepening my understanding of digital interfaces and enhancing my ability to bridge branding with intuitive user experiences.

SKILLS

- Branding
- Visual Identity
- Interfaces
- Visual Design
- Collaboration
- Wireframing
- Prototyping
- User-centered

TOOLS

Figma - Adobe Illustrator - Adobe Photoshop - Adobe Indesign - Notion - CapCut

EXPERIENCE

Conte sua historia (Jun/2019 – Current)

Visual Designer and Branding (Self-employed) – B2B

I specialize in creating visual identities for personal brands and projects, developing branding strategies, designing portfolios and media kits, and crafting landing pages and digital media templates to enhance brand presence and engagement.

BRS Par (Nov/2017 – Set/2020)

Visual Designer and Branding (Full-time) – B2B/ B2C

Managed 10 brands for the company; created strategies to improve internal and external communication; developed action plans to achieve goals; monitored and measured action plan outcomes; conducted user research with end-users to inform, ideate, and iterate on designs; created user-centered wireframes to communicate design solutions to key stakeholders; provided effective presentations to communicate updates to stakeholders throughout the process.

Eita! Estúdio Criativo (Set/2016 – Dez/2018)

Visual Designer (Home Office) – B2B

Researched and understood the target audience for Eita! Creative Studio to implement digital projects focused on brand management services; developed and implemented the Eita! Creative Studio Style Guide; resolved client brand identity

issues; created brand guidelines and user manuals; conducted user research with end-users to inform, ideate, and iterate on designs.

Frente & Verso Comunicação Integrada (Fev/2017 – Jan/2018)

Visual Designer (Home Office) – B2B

Managed the design team; created content for online media; structured and implemented strategies; held meetings to monitor work progress with both the team and clients.

i9 Promo (Fev/2017 – Jan/2018)

Visual Designer (Full-time) – B2B

Created promotional actions for the primary malls in the city of Salvador; developed visual concepts for marketing campaigns and promotional events; oversaw approved projects from concept to post-production.

Internships

SEBRAE jun/2015 – jan/2016, *Graphic Designer* (Salvador, BRAZIL)

CONDER mar/2014 – mar/2015, *Graphic Designer* (Salvador, BRAZIL)

UNIJORGE mar/2013 – mar/2014, *Graphic Designer* (Salvador, BRAZIL)

EDUCATION

- BA Hons International Business, Level 8, Dorset College (Dublin, IRELAND), 2022
- BA Hons Graphic Designer, Unijorge (Salvador, BRAZIL), 2016

SHORT COURSES

- UX and UI Pro, Design Circuit London, 2025, Current
- Bootcamp, Scalable Design System in Figma, FEUZ, 2023
- CR_IA, IA for designer and content creators, Felipe Pacheco, 2023
- Design Thinking Practitioner by IBM Enterprise Design Thinking, 2022
- Empathy in UX Design by LinkedIn, 2022
- UX Design & Research, Canal UXNOW, 2022
- Brand Positioning by Brand School, 2018

HONOURS & AWARDS

- Hackathon Eudora | Boticário Group - 2nd place, 2017
- Hackathon + Salvador, CORREIO - 3rd place, 2017

LANGUAGE

- Portuguese, Native
- English, Upper Intermediate