

## PROFILE

I am a Graphic Designer with over five years of experience, specializing in branding, visual design, and the creation of impactful graphic materials. My expertise ranges from developing brand identities to creating marketing assets that drive engagement and strengthen communication.

With a solid foundation in strategy and aesthetics, I have always worked closely with marketing teams, and I've become increasingly interested in the performance side of design — how visual elements contribute to campaign results.

I'm excited and fully available to learn, grow, and contribute in the area of paid traffic, combining my creative vision with an analytical and results-driven mindset in performance marketing.

## SKILLS

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

## TOOLS

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

## EXPERIENCE

**Myhomecare** (Oct/2023– Nov/2024)

### Visual Designer and Branding

Responsible for creating and maintaining the brand's visual identity across multiple platforms. Designed institutional and promotional graphic materials for the healthcare and homecare sector, ensuring clear, empathetic, and professional communication. Developed assets for digital campaigns, corporate presentations, signage, and internal communications, always balancing visual appeal with accessibility.

**Conte sua historia** (Jun/2020 – Sep/2023)

### Visual Designer and Branding

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)

### Marketing Analyst

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; developed landing page,

provided effective presentations to communicate updates to stakeholders throughout the process.

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

##### **Visual Designer**

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**

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**

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.

## **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

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