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Experience

Servus Credit Union (Edmonton, AB, Canada)

Nov 2021 - Current

UX/UI Designer

- Participating in relevant user research, competitive analysis, and other design thinking activities to gain a comprehensive understanding of your product, target audience, business objectives, and competition.
- Producing storyboards, concept diagrams, user interface sketches, mockups, prototypes, and detailed design specifications independently to effectively communicate design concepts and solutions.
- Responsible for testing and optimization of design based on analytics and user feedback.
- Responsible for concept development and executing all visual design stages to final hand-off to developers.
- Front-end development. Transfer the user interface into real solutions using HTML/CSS/JS.

Real Estate WebMaster (Victoria, BC, Canada)

May 2021 - 2021

Senior Designer

- Responsible for developing brands and marketing materials, both for digital channels such as social media, google ads and any type of printed material for internal campaigns and clients campaigns.
- Managing internal projects as well as client-side projects. Establishing the connection between the client and company parties and advocating project deadlines, scopes, and requirements between the team and the client.
- Participating in relevant user research, competitive analysis, and other design thinking activities to gain a comprehensive understanding of your product, target audience, business objectives, and competition.
- Producing storyboards, concept diagrams, user interface sketches, mockups, prototypes, and detailed design specifications independently to effectively communicate design concepts and solutions.
- Responsible for testing and optimization of design based on analytics and user feedback.
- Responsible for concept development and executing all visual design stages to final hand-off to developers.
- Front-end development. Transfer the user interface into real solutions using HTML/CSS/JS.

Coast Capital Savings (Surrey, BC, Canada)

Jul 2019 - May 2021

Digital Design Specialist

- Managed branding and design aesthetics across all platforms and products. Establishing and maintaining excellence in visual design across the organization.
- Working together with suppliers such as advertising agencies, printers and other suppliers, budgeting and negotiating deadlines and deliveries.
- Responsible for creating and supervising the execution of all digital displays across the branches and head office using Scala.
- Creating and delivering the visual design for marketing actions, campaigns, promotional materials, product materials, targeted marketing such as email marketing, digital ads, direct mail. Among other materials, such as events and sponsorships and also marketing communication materials.
- Present and "sell" designs and key milestone deliverables to peers, business stakeholders and senior leadership.
- Identifying and implementing the best solutions to a problem by working with stakeholders, analysts, and other designers to increase the Digital Banking presence, conversion, transaction, and interaction.
- Provide a comprehensive life cycle of a user's experience on the public website, from the first touch to the last.

Affinity Migration (Sydney - Australia)

Jan 2019 – Apr 2019

UX/UI Designer/Graphic Designer

- Created and edited short videos for social media.
- Designed graphic elements for social media and also managed the company's Instagram and Facebook accounts.
- Developed online marketing campaigns focused on social media.
- Developed sitemap, wireframes, organized and restructured the company's website with the best user interface design practices.
- Executed market research to align the company's marketing strategies with its target market.
- Front-end development. Transfer the user interface into real solutions using HTML/CSS/JS.
- Using Figma and inVision for design and prototyping new solutions;

Fishermen Publicidade (Maceio - Brazil)

Aug 2016 – Jul 2018

Full-stack Designer

- Designed graphics for websites, logos and promotions, and presented creative designs for marketing packages, including print, audio-visual, and electronic materials.
- Coordinated and supervised the design team, estimated cost of materials and projects and established guidelines for sub-contracting.
- Created and developed advertising campaigns and collateral marketing assets such as brochures, posters, advertising videos, jingles and social media tiles, digital banners, email marketing and animation design.
- Designed creative social tiles and animations and short advertising videos for social media.
- Developed website designs and mobile applications, including front-end and back-end coding using user experience and user interface techniques.
- Prepared storytelling, sketches, concepts, layouts, mockups, and storyboards for many different campaigns.

- Worked directly with stakeholders and clients to establish the project's overall look and concepts, defined requirements and vehicles for advertising campaigns, and established scopes and project milestones to meet the clients' needs.

Jota3w (Sao Paulo - Brazil)

Nov 2014 – Jul 2016

Web Designer

- Led designers and programmers' teams in web projects.
- Planned, designed, developed and analyzed user interface experiences for websites, landing pages, intranets, web and mobile applications based on best practices and user-centred design, as also prepared information architectures and user routing maps.
- Developed concepts, mockups and low, medium and high-fidelity wireframes.
- Designed and coded email marketing, reviewed code to validate structures, assessed security and verified email readers and device compatibilities.
- Planned and created social media content according to marketing strategies.
- Worked with stakeholders and clients to establish the project's overall look and concepts, defined requirements, established scopes and managed project milestones to meet their needs.
- Prepared personalized material for corporation presentations, charts, organograms and reports.
- Created marketing campaigns and collateral assets such as brochures, posters, social media tiles, digital banners, email marketing, bus shelter.
- Designed graphics for websites, logos and promotions aligned with branding best practices and marketing strategies.
- Used and contributed to style guides and other design documentation to maintain coherent information and interaction design patterns.

Fishermen Publicidade (Maceio - Brazil)

Jul 2014 – Jul 2016

Full-stack Designer

- Designed logos using branding techniques and aligned with marketing strategies.
- Created and developed advertising campaigns and collateral marketing assets such as brochures, posters, advertising videos, jingles and social media tiles, digital banners, email marketing and animation design.
- Designed creative social tiles as well as animations and short advertising videos for social media.
- Developed website designs and mobile applications, including front-end and back-end coding using user experience and user interface techniques.
- Worked with stakeholders and clients to establish the project's overall look and concepts, defined requirements, established scopes and managed project milestones to meet their needs.

Lirapub (Maceio - Brazil)

Jul 2014 – Jul 2016

Junior Art Director

- Researched industry trends, evaluated competitive products, presented branding strategies, applied creative expertise for marketing concepts and contributed to the creative process with original and inspirational ideas.

- Created storytelling, sketches, concepts, mockups, and storyboards for many different campaigns.
- Directed and produced advertising videos for TV in partnership with audiovisual producers, and coordinated the creation of visual assets with external resources such as photographers and illustrators.
- Designed graphics for websites, logos and promotions, and presented creative designs for marketing packages, including print materials, brochures and banners.
- Maintained consistency and kept accuracy to the visual standards of the agency's clients' brand.
- Completed final touches for projects such as image sizes and font selection, and carefully prepared all design layouts into prepress files for offset web and digital printing.

Education

BrainStation (Vancouver - Canada) User experience and usability applied in mobile and online web course	Feb 2021 – Aug 2021
Caelum Escola de Tecnologia (Sao Paulo - Brazil) User experience and usability applied in mobile and online web course	Jul 2016 – Jul 2016
Cuca Escola de Cirativos (Sao Paulo - Brazil) Advertising Creative (Writing / Creativity and Art Direction)	Feb 2014 – Jun 2014
Faculdade Mauricio de Nassau (Maceio - Brazil) Degree in Advertising and Marketing	Feb 2009 – Jun 2013

Skills & Tools

Art Direction

Overall design and Ad Concepts

Graphic Design

Web & Print Design

Photography & Video

Animation, Photo and Video editing

User Interface Design

Layout, Visual Design, User guides, Wireframes, Interactions and others

User Experience

Design AI, wireframes, Prototyping, A/B test, research and others

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe After Effects

Adobe Xd

Sketch

Figma

Principale

Branding Brand

Creation and Redesign

Web Development & Email Marketing Development

HTML5, CSS3, JavaScript, PHP and MySQL

InVision Studio

Axure

Hotjar

Scala

Awards

May 2012

Adobe Camp Brazil (Maceio - Brazil)

App Contest 2012 - Adobe Camp Brazil The best e-commerce mobile application.