

Graphic designer with experience in a corporate environment and previous experience in illustration and interface design for web and mobile applications.

An all rounded professional with design, illustration and coding skills, I'm able to deliver quick mockups and prototypes as well as follow through the whole design and development process in order to present a product tailored to your public's needs.

## EDUCATION

### **BA in Graphic & Industrial Design**

*Jan. 2010 - Dec. 2016*

Architecture and Urbanism College, University of São Paulo (USP), São Paulo - Brazil.

#### *Achievements*

- » Graduation project received with top scores;
- » Member of Cogumelo magazine, traditional student managed comic publication.

## RELEVANT EXPERIENCE

### **WiseCase Ind. e Com. Eletrônico Ltda. (IT equipment manufacturer)**

*May 2015 - Apr. 2017 / São Paulo - Brazil*

*Web Designer / Graphic Designer*

- » Creation of marketing materials, both digital and print (folders, banners, catalogues, social media ads and in-store displays);
- » Creation of magazine inserts and ads;
- » Packaging design for new product lines;
- » Product photography and photo editing;
- » UI and graphic development of the company's catalogue app and website, including but not limited to wireframing and prototyping (in Illustrator, Sketch App and InVision);
- » Refinement and expansion of the company website;
- » Front end programming (PHP, JavaScript, AngularJS, HTML5, CSS3, SASS).

#### *Achievements*

- » Successfully introduced the company's new product line to the market through the rebranding of websites, social media profiles and providing solutions together with sales teams and company representatives;
- » Push for data driven marketing strategies greatly expanded the company's online presence, increasing website visits from retailers and reaching end consumers through social media;
- » Efficient warranty and complaint solving increased the company's standing amongst customers in 2016 (verifiable through the third party service ReclameAqui);
- » Marketing team representative at at Intercon 2015, major Brazilian construction material expo, prospecting new clients (B2B) and presenting the company to new investors.

## **Catavento Games**

*Jan. 2011 - Dec. 2015 / São Paulo - Brazil*

*Co-founder, Graphic Designer and Illustrator*

- » Co-founder of Catavento (<http://catavento.art.br/>), a game development group based in São Paulo, Brazil that did contract work besides our own pet projects, often developed over 24 and 48 hour “jams”;
- » Art direction;
- » UI design;
- » Character design;
- » Illustration and 2D asset creation;
- » Implemented and worked within the Scrum framework.

### *Achievements*

- » “Kelvin” project awarded 3rd place in SBGames 2011 Games Festival;
- » “Pro Gamer: The Game” project awarded 1st place in BIG Festival 2012 Dev Island;
- » 2014 Feature on Estadão’s (Brazilian news agency) “Modo Arcade”.

## **UOL (Media conglomerate)**

*Feb. 2014 - Nov. 2014 (Contract work) / São Paulo - Brazil*

*UI Designer and Illustrator*

- » Creation and execution of the project “Jogo das Eleições” (“Election Game”), a web app running in HTML5;
- » UI design (interface and other interactive elements);
- » Illustrations and 2D asset creation;
- » Character design.

### *Achievements*

- » App was featured on Brazilian media agency UOL’s home page at launch;
- » Called back two years later to update/ modify app to fit the theme for the 2016 elections.

## **INTERLAB**

*Feb. 2010 - Dec. 2011 / São Paulo - Brazil*

*Intern*

- » Elaboration of promotional materials for symposiums and academic events (flyers, folders, banners);
- » 3D modeling;
- » Assistance in the creation of virtual spaces for distance learning environments;
- » Studies in programming (Processing).

## **OTHER EXPERIENCE**

### **Kodish**

*Jan. 2018 - Jul. 2018 / Dublin - Ireland*

*Shop assistant*

- » Customer attendance;
- » Till operations (pressing orders and taking money, voiding items, giving refunds, etc);
- » Inventory checking and re-stocking;
- » Workspace organizing and store cleaning;
- » Shop closing procedures (till balancing, proper shutdown and servicing of equipment, security checks);
- » Overseeing and instructing new staff.

## **APAE-SP (Association of parents and friends of people with disability)**

2017 / São Paulo - Brazil

Voluntary work

- » Office assistance (organizing documents and files);
- » Canvassing for awareness, community information and donations.

### **KEY SKILLS**

- » Branding;
- » Infographics and data visualization;
- » Social media;
- » Sketch App and InVision App;
- » Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Indesign);
- » WordPress;
- » Illustration and photography;
- » Photography and photo editing;
- » Front end programming (HTML, XML, CSS, SASS, JavaScript, AngularJS, PHP, MySQL).

### **LANGUAGE SKILLS**

- » English - Native;
- » Portuguese - Native;
- » German - Limited reading/writing.

### **INTERESTS**

- » Illustration;
- » Photography;
- » Tabletop games and wargaming;
- » Dancing ('30s Jazz/ Lindy Hop).

### **OTHER**

Self-published the comic book "Weltschmerz" June 2017, based on the research done in my graduation project in 2016. First edition sold out with positive reviews from the independent comic book store Gibiteria based in São Paulo, Brazil. Currently available in Portuguese only, last copies available at <https://www.ugrapress.com.br/quadrinhos/brasileiros/weltschmerz/>.

