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RELEVANT EXPERIENCE

Government of the State of Bahia | 2015 - ONGOING, SALVADOR

Digital Intelligence Center

- Graphic and illustrated content for the State's social media: cards, carousels, infographics, avatars, stories, covers, thumbnails, among others
- Visual identities for digital products and internal events
- Presentations, manuals, and governmental materials
- Training and managing a team of 3 creation interns

Clubbe'TGT Creative Hub | 2013 TO 2015, SALVADOR

Advertising, Promotion, and Marketing

- KVs for advertising campaigns with digital and offline pieces for Daten, Fiolaser, Pão&Mais, Bonjour Delicatessen, Fort Alimentos, among others
- UI for websites for Pão&Mais, Globo Tecnologia, Fanáticos, Linova, among others
- Visual identities, brand manuals, illustrations, and institutional patterns
- Layout and illustration of technical manuals and datasheets for Daten
- Signs, gateways, stages, and promotional materials for the Fiori Fiati Festival de Verão VIP Box, Planeta Othon VIP Box at Salvador Carnival, Daten at institutional events, among others
- Planning communication and marketing actions

Ouzar Comunicação e Marketing | 2012 TO 2013, SALVADOR

Advertising and Marketing Agency

- Ads for leading companies in Salvador's furniture and decoration sector, such as Bontempo, Saccaro, Pavimenti, Homedesign, Núcleo de Decoração da Bahia, among others
- Graphic and illustrated content for social media
- Visual identities, brand manuals, and institutional patterns
- Co-planning communication and marketing actions for events

Quote Endquote Cross-Cultural Strategy | 2010 TO 2011, VANCOUVER - CANADA

Multicultural marketing agency

[Marketing and business support for Asian immigrants residing in Canada, primarily from China, Korea, and Japan]

- Layout of the book "Girl Guides of Canada - Multicultural Outreach Toolkit," distributed throughout Canada
- Advertisements for magazines and newspapers, distributed in Oriental communities in Canada
- Co-planning communication and marketing actions

📖 FREELANCERS E TRABALHO VOLUNTÁRIO

Freelancers | MINING INDUSTRY

- UX/UI for the Largo Brasil website, started in 2023 (ongoing)
- Illustration concepts for institutional animated vignettes (Sindimiba, Dow, Largo Brasil and Canada)
- Illustration concepts for characters, scenarios, and props for an animated web series for children, completed in August 2021 (Atlantic Nickel)
- Editorial graphic design for the 2021 Sustainability Report (Lipari)

Other Freelancers and Volunteer Work

- Visual identities and brand manuals for various companies and personalities in Bahia
- Graphic and illustrated content for social media for various companies
- Voluntary ethno-cultural social media illustration project for the Mupoiba - United Movement of Indigenous Peoples and Organizations of Bahia

📖 EDUCATION AND COURSES

Bachelor's Degree in Graphic Design with Emphasis on Digital Media

UNIVERSIDADE SALVADOR (UNIFACS) - COMPLETED IN 2010

Higher Education in Marketing

UNIJORGE - COMPLETED IN 2020

Training in Web Design (CSS e HTML)

SENAC - COMPLETED IN 2008

Transmedia Communication: One Brand, All Channels

PUC-RS - COMPLETED IN 2020






UX Design

EBAC - COMPLETED IN 2024

UX Research, Figma e Prototipagem

DOMESTIKA - COMPLETED IN 2023

📖 SOFTWARES E PLATAFORMAS

    Photoshop, Illustrator, Indesign e Premiere  Figma



Canva



Wordpress e Elementor



Trello

📖 LANGUAGE AND INTERNATIONAL EXPERIENCE

PORTUGUESE - NATIVE

ENGLISH - CONVERSATIONAL (WORK AND STUDY IN CANADA FOR 9 MONTHS)