Professional Experience

Freelancer - Graphic Designer and Videomaker

São Paulo, SP | Dec/2021 - Present

- · Creation of visual identities, social media assets, and institutional materials.
- Video and animation editing for promotional campaigns and digital content.
- Direct communication with clients, managing briefings and delivering projects with excellence.

Graphic Designer and Videomaker – lasbeck & Co.

Curitiba, PR | Jun/2024 - Nov/2024

- Development of digital materials for campaigns, social media, and print, for both the company and its clients.
- Creation of new institutional presentations (PPTs) for companies such as N002 and Banco Arbi, also responsible for any additional brand assets and visual materials.
- · Represented the brand and clients at events such as FEBRABAN Tech, strengthening and building strategic connections.

Graphic Designer and Videomaker - AAA Inovação

Curitiba, PR | Oct/2022 - Nov/2024

- Creation of institutional pieces and graphic content for multiple market segments simultaneously.
- Management and production of customized rich media for various consulting projects, including videos, e-books, and frameworks—impacting clients such as Edenred, Latam Airlines, and John Deere.
- Edited over 400 classes for the AAA Academy platform, with more than 4,000 subscribers.
- Developed a campaign in an interactive metaverse space to boost engagement on a low-budget, stagnating platform. The solution, focused on immersive experience and accessibility, significantly increased user interaction and drove a 20% growth in subscriptions.
- Responsible for event coverage, interviews with international speakers, and distribution of the recorded content.

Graphic and Audiovisual Designer – CMY Educacional

São Paulo, SP | Aug/2021 - Apr/2022

- Development of storyboards and scripts for educational, institutional, and promotional videos for large corporations in the Education and Banking sectors.
- · Management, planning, and technical support for international live events and broadcasts with an average audience of approximately 500 people.
- · Responsible for real-time audiovisual operations. Creation of event materials, including general promotional assets, 3D set modeling, and more.

Graphic Design Intern - CMY Educacional

São Paulo, SP | Feb/2021 - Aug/2021

- · Creation of digital graphic materials and internal communication assets.
- · Support in institutional campaigns and corporate event materials.

Design Intern and Monitor – Studio Grid, Belas Artes

São Paulo, SP | Aug/2019 - Dec/2019

- Production of promotional materials for academic and cultural events.
- · Support in organizing workshops and assisting both faculty and students.

German-Brazilian Graphic Designer with over 6 years of experience developing strategic visual solutions for institutional communication, social media, and, more recently, UX/UI design. I bring a collaborative, organized, and results-driven profile, with experience in multidisciplinary environments.

Academic Background

Bachelor's Degree in Graphic Design

Belas Artes Center for University Education, São Paulo, 2018 - 2022

Bachelor's Degree in Information Systems

FIAP - Faculty of Informatics and Administration, 2023 – Present

Technical Skills

Design and Visual Tools:

 Adobe Photoshop, Illustrator, InDesign, Figma, Premiere Pro, Canva, PowerPoint.

Areas of Expertise:

 Social media design, corporate presentations, UX/UI design, video editing, institutional materials, and landing pages.

Other Tools:

 Microsoft Office Suite, Notion, Trello, Slack.

Languages:

English (Fluent), German (Basic).

Awards & Recognitions

3rd Place at FIAP NEXT 2023, AUTI Project -Development of digital games to support the cognitive development of children with ASD.







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