

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 – Iasbeck & 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.