

Creative and results-driven Graphic Designer & Art Director with over 7 years of experience in branding, visual identity systems, packaging design, and integrated marketing campaigns for beauty and consumer products. Demonstrated success leading end-to-end creative projects at Salon Line and Cadiveu, producing high-impact visual assets, product mockups, and prepress files for digital marketing, email campaigns, e-commerce, social media, and print collateral. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and WordPress, with hands-on expertise in design systems, typography, composition, and campaign design. Adept at cross-functional collaboration, content management, and performance-driven visual strategy. Eager to apply a global design perspective, sharp visual thinking, and data-informed creativity to deliver standout brand experiences across digital and print channels.

## EDUCATION AND CERTIFICATION

- **Master's Degree in Digital Marketing** – Avila University | Expected 2026
- **Digital Marketing Specialization** – Digital House | 2019
- **Bachelor's Degree in Graphic Design** – Centro Universitário Belas Artes | 2017
- **Technical Certification in Visual Communication** - ETEC | 2013

## WORK EXPERIENCE

### Intentional Career Break for Professional Development

2022 - Present

- Relocated to the U.S. to pursue a Master's in Digital Marketing and expand leadership and cross-cultural communication skills.
- Consistently updated design expertise and followed international trends in branding, packaging, and product innovation to re-enter the creative field with renewed perspective and strategy.

### Graphic Designer - Salon Line

01/2017 - 03/2022

- Led end-to-end design and execution of branding and 360° marketing campaigns for new product launches, ensuring consistent visual identity across digital (Meta Ads, email, YouTube, website) and print media.
- Created high-impact visual assets and product mockups for the national curly hair campaign featuring singer Ludmilla, delivering performance-driven creatives for paid media, out-of-home advertising, and social media marketing.
- Developed the full communication materials for *Maria Natureza*, including key visuals, product mockups, and cross-channel creative assets, reinforcing brand identity and consumer trust.
- Implemented and managed the company's paid media strategy across platforms, overseeing creative planning, asset development, and coordination with the external agency to ensure timely publication.
- Migrated and redesigned two company websites using WordPress, enhancing user experience, optimizing content workflows, reducing external agency costs, and aligning with SEO best practices.
- Designed branded email templates and established an email marketing workflow using performance analytics (open rates, click-through rates, engagement metrics) to refine content strategy and improve conversion rates.

### Graphic Designer - Cadiveu

06/2016 - 12/2016

- Developed packaging and label designs for premium haircare products, applying brand identity systems, typography, and composition principles to create impactful, shelf-ready visuals.
- Designed digital assets including social media creatives, website banners, and product mockups, supporting cross-channel marketing initiatives and brand consistency.
- Executed complete prepress setup for print production, managing color profiles, bleeds, and die lines to ensure flawless execution and print quality.
- Collaborated with internal marketing teams and external print vendors to manage file approvals, coordinate production timelines, and maintain visual accuracy across materials.
- Maintained high standards in visual storytelling, brand alignment, and quality assurance, contributing to successful product rollouts and promotional campaigns.

## SKILLS AND LANGUAGE

- Creative Direction & Visual Storytelling | Strategic Thinking & Creative Problem Solving | Cross-functional Collaboration | Attention to Detail & Quality Assurance | Adaptability & Continuous Learning
- Branding & Visual Identity | Packaging Design & Prepress Setup | Product Mockup Creation | Typography & Composition | Campaign Design | Integrated Marketing Assets | Design Systems | Content Management | Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Figma | WordPress | Digital Asset Development (social media, email, web banners) | Email Marketing Workflows & Analytics (Mailchimp, Meta Ads) | Print Production & Vendor Management
- Portuguese - Native | English - Fluent | Spanish - Intermediate |