



Art Direction, Branding, Social Media, UX & UI

📍 Canada Water, London

SKILLS

- Excellent working knowledge of Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects, XD), Canvas, Procreate, 3DS Max, SketchUp, Figma, Microsoft Office Suite (Excel, Word, PowerPoint).
- Powerful grasp of Prompt Engineering for Large Language Models (ChatGPT) and AI Imagery Generation (MidJourney).
- Deep expertise in Visual Branding, devising Social Media Strategy, Typography, Motion Graphics creation & Layout Design.
- Strong working knowledge of multi-platform design to utilise content to maximum effectiveness.
- Excellent communication, teamwork and time management skills.
- Innovative out-of-the-box thinking.
- Winning combination of creative, strategic and commercial thinking.
- Fluent in English and Portuguese, basic French.

ABOUT

- Highly motivated senior creative designer with a robust background in insights analysis.
- Proven creative excellence with the ability to generate exceptional ideas and practically contribute to design details.
- Good ability to communicate and liaise with stakeholders at all levels across the business, including outside of the design team.
- Strong aptitude to give clear and concise direction to team members, leading by example.
- Passionate about pushing graphic design boundaries by constantly advancing knowledge of latest technological developments and innovation.
- Expert in Prompt Engineering for Large Language Models (ChatGPT) and AI Imagery Generation (MidJourney) to optimise processes and create captivating visual experiences.
- Part of an award-winning campaign for PlayStation.
- Self-starter displaying high resilience under pressure with a positive and solution-orientated can-do mindset.
- Imaginative and results-focused.

EXPERIENCE

Senior Creative Designer | Red Consultancy | London, UK [2018 - Current]

- Created multi-channel assets, branding graphics, advertising collaterals, and digital media designs for notable brands including PlayStation, McDonalds, Halifax, Avon, Popchips, and Nestle.
- Led social media design for Aldi's Twitter & Facebook channels and for Discarded Spirits' Instagram.
- Played a key role in a successful pitch for Sky.

Creative Director | HC MedSpa / Brewed+Press UK | London, UK [2017 - 2018]

- Led creative strategy, rebranding, and visual identity, reporting directly to the CEO.
- Managed & led a small team of a junior designer and an assistant.
- Directed visual rebranding to reflect an aspirational shift towards a more luxurious segment.
- Created multi-channel promotional strategies to increase new client acquisition.

CONTINUE →

EXPERIENCE

Account Representative | Ansira / Cisco | London, UK

[2016 - 2017]

- Resolved Help Desk Tickets promptly.
- Managed general administration tasks, such as payment reimbursement flow, claims management, email reminders, and budget allocations.
- Conducted testing on Program Management Systems.
- Assisted with inquiries on tool navigation, marketing campaigns, and payment status.
- Ensured compliance with Marketing and Brand standards.

Intern Graphic Designer | The Design Corporation | London, UK

[2016]

- Developed a diverse portfolio of graphic design assets, including logos, magazine ads, flyers & business cards for notable brands such as Omega3 of Norway, RSB Rigging, Liel & The Kensington Kindergarten.

Administrative Assistant | CP Contriprevi | Rio de Janeiro, Brazil

[2013 -2014]

- Reported pension fund employee contributions to a Brazilian Federal Government Bank (Caixa Economica Federal).
- Prepared and optimised payroll reports.
- Created and managed a range of financial spreadsheet reports involving complex data.

Compliance Analyst | Bank of New York Mellon Brasil /

Ativa Corretora / ICAP Brasil | Rio de Janeiro, Brazil

[2013]

- Specialised in Anti-Money Laundering Control and Due Diligence procedures.
- Developed and implemented internal policies for operational risk management.
- Analysed existing processes, identifying inefficiencies, and implementing changes to make the workflow more efficient and effective.

EDUCATION

2015 • Degree in Graphic Design: Digital Illustration & Animation

UVA | Universidade Veiga de Almeida | Rio de Janeiro, Brazil

2011 • Bachelor in Law

UCAM | Universidade Candido Mendes | Rio de Janeiro, Brazil

COURSES

- **Prompt Engineering for ChatGPT** - Vanderbilt University, Coursera, Online, 2023.
- **Foundations of User Experience (UX) Design** - Google, Coursera, Online, 2023.
- **ChatGPT Masterclass: The Guide to AI & Prompt Engineering** - SkillShare, Online, 2023.
- **ChatGPT for Creatives: AI-Powered SEO, Marketing, & Productivity** - SkillShare, Online, 2023.
- **Midjourney Prompts for Creatives: AI Art Style Guide** - SkillShare, Online, 2023.
- **Midjourney Advanced Prompt Guide: Master Writing Prompts for AI Art Generation** - SkillShare, Online, 2023.
- **Midjourney for Beginners: Step-By-Step Guide to Generating AI Art** - SkillShare, Online, 2023.
- **Diploma in Graphic Design** - Shaw Academy, Online, 2018.
- **Advanced Diploma in Graphic Design** - Shaw Academy, Online, 2018.
- **Diploma in Social Media Marketing** - Shaw Academy, Online, 2018.
- **Diploma in Blogging & Content Marketing** - Shaw Academy, Online, 2018.

SEE
POR
TFO
LIO