

# barbara — lopes



## Creative

📍 London, UK

### ABOUT

Experienced Creative, adept at blending visual storytelling with data-led thinking to drive campaign success and brand growth.

Proven track record of delivering impactful results in creative direction, digital marketing, brand strategy and design for clients including PlayStation, McDonald's and Avon.

A career background in Compliance and Financial Risk, ensuring sharp analytical insight is applied to every project.

Thrives in collaborative, fast-paced environments.

Adaptive, tech-savvy and passionate about inclusive, impact-driven work.

### SKILLS

**Creative & Web Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, XD), Figma, Canva, Procreate, WordPress (Elementor Pro), Mailchimp, Campaign Monitor.

**AI, Automation & Analytics:** ChatGPT, Perplexity, Midjourney, DALL-E, Meta Business Suite, Google Analytics (GA4), Google Search Console, SEO.

**Workflow & Collaboration:** Notion, Trello, Airtable, Google Workspace, Microsoft Office.

### EXPERIENCE

#### **Creative Designer at Red Consultancy | London, UK**

**[2018 - 2025]**

- Created multi-channel assets, branding graphics, advertising collaterals and digital media designs for brands including PlayStation, McDonald's, Halifax, Avon, Popchips and Aldi.
- Collaborated with PR, Social and Marketing teams to bring campaign visions to life.
- Supported new business pitches with creative concepting, producing mockups and presentation decks.
- Led creative development on social channels.

#### **Creative Director at HC MedSpa / Brewed+Press | London, UK**

**[2017 - 2018]**

- Responsible for creative strategy, rebranding and visual identity, reporting directly to the CEO.
- Managed & led a small team including a Junior Designer and a Marketing Assistant.
- Created multi-channel promotional strategies to grow new client acquisition.
- Increased customer engagement, resulting in a direct improvement in revenues.

#### **Account Representative at Ansira / Cisco | London, UK**

**[2016 - 2017]**

- Managed partner marketing operations including claims, budget tracking and campaign compliance.
- Handled Help Desk queries, supported tool navigation and conducted platform testing.

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## EXPERIENCE CONT'D

### **Intern Designer at The Design Corporation | London, UK [2016]**

- Designed logos, print ads and branding materials for various clients in education, tech and wellness.

### **Admin Assistant at CP Contriprevi | Rio de Janeiro, Brazil [2014]**

- Prepared and submitted client pension fund contributions to the federal banking system.
- Created and maintained complex payroll and financial reports, supporting internal audit processes and data accuracy improvements.

### **Compliance Analyst at (i) Bank of New York Mellon Brasil, (ii) Ativa Corretora, (iii) ICAP Brasil | Rio de Janeiro, Brazil [2009 - 2014]**

- Managed KYC, AML and operational risk compliance.
- Developed automation systems and analysed complex data reports to optimise internal procedures.

## EDUCATION

### **2015 - BA Graphic Design (Digital Illustration & Animation)**

Universidade Veiga de Almeida | Rio de Janeiro, Brazil

### **2011 - BA Law**

Universidade Candido Mendes | Rio de Janeiro, Brazil

## LANGUAGES

**English** (Fluent) | **Portuguese** (Native) | **French** (Basic)

## WHAT INSPIRES ME

I'm endlessly curious about the cosmos, art and what makes us human. I geek out over astrology, astronomy and anything that sparks self-awareness and deeper thinking. I'm passionate about interior design, photography and exhibitions that feed the imagination. Watercolour painting, drawing, and occasional DIY or crafting projects keep my hands busy and my mind clear. I have a thing for organisation and very tidy spaces - think low-key Marie Kondo, but with a better playlist! I'm vegan, definitely a foodie and also completely obsessed with dogs.

## 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.

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