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ABOUT ME

Senior multidisciplinary designer with over 12 years of experience in visual and graphic design, holding a bachelor's degree from PUC-PR and a postgraduate specialization in UX Design from Mackenzie University. Strong expertise in motion graphics and video editing, with experience applying UX and usability principles to websites and landing pages. Experienced in working across branding, digital and communication projects, collaborating closely with cross-functional teams. Fluent in English, with international academic and professional experience.



EDUCATION

- **MACKENZIE PRESBYTERIAN UNIVERSITY**

Postgraduate Specialization in UX Design

Feb 2023 - Feb 2024

- **CATHOLIC UNIVERSITY OF PARANA (PUC-PR)**

Bachelor's degree in Graphic Design

Feb 2012 - Feb 2016

- **FACULDADE MÉLIÈS**

Motion Graphics course

Mar 2017 - July 2017



LANGUAGES

- **ENGLISH** - Advanced/Fluent

• **PORTUGUESE** - Native



WORK EXPERIENCE

- **EON 2LIFE (São Paulo/SP - Brazil / On-site)**

Mar 2025 - TODAY

Senior Designer

Invited to continue working with EON 2Life after its spin-off, responsible for the evolution of the brand's visual identity, definition of brand guidelines and delivery of design solutions across digital and physical touchpoints. Scope includes brand and marketing assets, printed materials and packaging, as well as product marketing design, creating visual and communication materials to support app feature launches. Also conducted brand perception research and website usability testing to support design and communication decisions, in close collaboration with communication, technology and product teams.

- **INDIGO HIVE (São Paulo/SP - Brazil / Remote)**

Mar 2024 - Mar 2025

Designer

Designer at Indigo Hive, a venture builder, working on the early development of EON 2Life. As an early team member, contributed to building the brand's visual foundation and delivering design solutions across digital and physical channels, including brand and marketing assets, printed materials, packaging and product marketing design to support early feature launches, in close collaboration with product, technology and marketing teams.

- **VIDTECH (Thousand Oaks/CA - United States / Remote)**

Oct 2021 - Mar 2025

Video Editor & Motion Designer (Freelancer)

Freelance motion graphics and video editing for a U.S.-based real estate marketing company, producing complex promotional videos for residential and commercial real estate projects.

- **ERNST & YOUNG** (Curitiba/PR - Brazil | Remote)

Apr 2023 - Mar 2024

Design Consultant

Design Consultant on the Running Change team, focused on supporting organizational change initiatives through visual communication. I developed videos, motion graphics and design materials to help translate complex change processes into clear, engaging and empathetic narratives, supporting communication, understanding and adoption across client teams.

- **ROBÔ LAURA** (Curitiba/PR - Brazil | Hybrid)

Jun 2021 - Mar 2023

Graphic Designer

Creation of digital and print communication materials for a SaaS startup, including social media content, email marketing, landing pages, sales presentations and explainer videos, supporting product feature communication and brand growth in an agile, cross-functional environment.

- **CTRL S COMUNICAÇÃO** (Curitiba/PR - Brazil | On-site)

Sep 2017 - Apr 2021

Designer

Development of print and digital visual communication materials, including branding projects, editorial design (magazines and newspapers), social media assets, flyers and infographics. Worked with a diverse client portfolio, including OAB-PR, Sócios e Negócios magazine and multiple trade unions.

- **FREELANCER** (Remote)

Oct 2016 - Sep 2021

Graphic & Motion Designer

Freelance experience delivering design solutions across branding, graphic design, editorial design, motion graphics and video editing. Worked on projects such as magazines, annual reports, branded content videos, visual identities, websites and digital communication materials for clients including Marketscale, VIP Magazine, Abril Branded Content, The Media Group and Plena Publisher.

- **ABRIL GROUP** (São Paulo/SP - Brazil | On-site)

Feb 2016 - Oct 2016

Graphic and Motion Designer (Temporary)

Experience working at Veja Magazine, the leading weekly magazine in Brazil and the second-largest worldwide. Contributed to both print and digital editions, focusing on visual structure, hierarchy and readability. Also produced motion design and video content, including animated magazine covers. Selected as one of two designers for the special technology issue, "Virtual Reality — 30 Years of Reporting on Technology".

Trainee

Participated in the Abril Journalism Course (2016), including a short internship at Saúde Magazine, contributing to editorial design tasks and magazine production.

- **CECIA PROMOTIONAL MARKETING** (Curitiba/PR - Brazil | On-site)

Oct 2013 - Oct 2015

Internship

Internship experience as part of the design team, supporting the creation of digital and print communication materials for large corporate clients. Worked primarily on projects for Thá Group and collaborated with senior designers on initiatives for brands such as Claro, TIM, GVT, Cyrela, Rossi and Coca-Cola.



INTERNATIONAL EXPERIENCES

- **ACADEMIC YEAR IN AMERICA (AYA)**

Sep 2010 - Sep 2011

Junior year in America (Guy Perkins High School).

- **KAKE-JUNSEI SUMMER AMBASSADOR PROGRAM**

Jun 2014 - July 2014

Junior ambassador in Japan.



TOOLS

- **PHOTOSHOP** - Advanced

- **AFTER EFFECTS** - Advanced

- **INDESIGN** - Advanced

- **ILLUSTRATOR** - Advanced

- **Premiere** - Advanced

- **FIGMA** - Intermediate

- **AI IMAGE GENERATION TOOLS (SORA, GEMINI)** - Advanced