



ABOUT ME

Senior Graphic Designer with 12 years of experience in graphic design, branding, marketing design, motion design, and video editing. I specialize in developing and evolving brands, campaigns, Key Visuals, packaging, digital and print materials, motion graphics, and audiovisual content.

Currently, I work at the phygital healthtech EON 2Life, contributing to strengthening the brand positioning and product communication. My work spans visual identity, packaging, campaigns, marketing materials, product communication, and materials for digital channels, as well as Growth initiatives such as A/B testing, user research, and usability testing.

My career combines experience at startups, where I have contributed to building and evolving brands from their early stages, with experience at established companies such as Editora Abril and EY. I have worked on projects across technology, SaaS, wellness, healthtech, publishing, and real estate, including projects with clients and teams in Brazil and internationally.

With a postgraduate specialization in UX Design, I combine a user-centered approach with business objectives to create clear, strategic, and consistent visual solutions across different touchpoints.



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



PROFESSIONAL EXPERIENCE

EON 2LIFE (São Paulo/SP - Brazil | On-Site)

Mar 2025 - TODAY

Senior Graphic Designer

Contributed to the evolution of the brand and the launch of its first product, expanding the scope into branding, campaigns, Growth, digital product, and research.

- Developed the visual identity for Flow, including packaging, Key Visuals, and launch materials across physical and digital channels.
- Created campaigns, visual adaptations, printed materials, social media content, email marketing, landing pages, promotional materials, motion graphics, and videos.
- Produced motion graphics for the app, connecting the digital and physical experience.
- Developed materials for Marketing and Growth, including A/B testing and experimentation with different visual approaches across acquisition and communication channels.
- Planned and conducted brand perception research, user research, and usability testing to support design decisions.

- Collaborated with Marketing, Growth, Product, and Technology teams to develop visual solutions and validate hypotheses.
- Explored and adopted AI tools to optimize creative processes and accelerate material production.

Graphic Designer

Mar 2024 - Mar 2025

Contributed to building the brand's visual identity, from brand perception research and strategic direction-setting to the development of its first physical and digital touchpoints.

- Conducted brand perception research and applied insights to the logo redesign and development of the visual identity.
- Developed the visual system and its applications across different brand touchpoints.
- Created packaging concepts and materials for POCs (Proof of Concept) during the product development and validation phase.
- Developed graphic and digital materials, including the website, social media, and institutional materials.
- Collaborated cross-functionally with different teams to develop visual solutions for the brand.

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

Oct 2021 - Mar 2025

Motion Designer & Video Editor (Freelancer)

- Created promotional videos for the real estate industry, showcasing residential and commercial developments.
- Applied advanced motion graphics and camera tracking techniques in After Effects to integrate graphic elements into drone footage.
- Edited and standardized footage from multiple drone pilots, ensuring visual consistency across projects.
- Collaborated with an international editing team to align workflows and quality standards.

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

Apr 2023 - Mar 2024

Design Consultant

- Developed visual communication solutions for organizational transformation and change management projects.
- Created videos, motion graphics, and visual materials to communicate organizational changes, processes, and strategic initiatives.
- Translated complex information into clear and accessible visual narratives for different internal audiences.
- Collaborated with consultants, Change Management specialists, and client teams, including projects for companies such as Vale.

ROBÔ LAURA (Curitiba/PR - Brazil | Hybrid)

June 2021 - Mar 2023

Graphic Designer

- Developed visual solutions for branding, marketing, and product communication within a SaaS company.
- Created digital assets for campaigns, social media, landing pages, email marketing, and new feature launches.
- Produced explainer videos and motion graphics to communicate platform features.
- Developed sales presentations and supporting materials for Marketing and Sales teams.
- Created institutional, print, and event communication materials.

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

Sep 2017 - Apr 2021

Graphic Designer

- Developed digital and print materials for clients across different industries, including branding, campaigns, and institutional communication.
- Created visual identities, social media assets, promotional materials, and event communication pieces.
- Developed editorial projects such as newspapers, magazines, reports, and informational materials.
- Created infographics and visual materials to communicate complex information in a clear and engaging way.
- Managed design projects for clients such as OAB-PR, ABAV-PR, and Sócios & Negócios magazine.

FREELANCER *(Remote)*

Oct 2016 - Sep 2021

Graphic & Motion Designer | Video Editor

- Developed branding, graphic design, editorial design, motion graphics, and video editing projects for national and international clients.
- Created visual identities, brand books, and institutional materials for companies and new initiatives.
- Designed and produced annual reports, magazines, e-books, and editorial materials for large organizations.
- Produced corporate videos, branded content, and motion graphics for corporate communication.
- Delivered projects for clients such as Banco do Brasil, Embraer, IBRI, Editora Abril, Bauducco, SophiaData, VidTech, and MarketScale.

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

Feb 2016 - Oct 2016

Graphic & Motion Designer (Temporary)

- Developed editorial layouts for print and digital editions of Veja magazine.
- Created multimedia content, including motion graphics, videos, and animated covers.
- Collaborated with editorial and art teams on the visual development of articles, features, and special editions.
- Contributed to Veja's technology special edition: "Virtual Reality — 30 Years Covering Technology."

Trainee

- Selected for the Abril Journalism Course, a trainee program focused on journalism and design professionals.
- Developed a multiplatform project for Exame magazine as part of a multidisciplinary team.
- Created a presentation video showcased at the program's final event.
- Gained hands-on experience with editorial workflows during an intensive internship at Saúde magazine.

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

Oct 2013 - Oct 2015

Design Intern

- Developed digital and print materials for real estate clients, including Grupo Thá.
- Created email marketing campaigns, promotional materials, and assets for real estate launches.
- Designed owner manuals and institutional materials, ensuring clear organization and visual communication.
- Collaborated with designers on communication and marketing projects.



LANGUAGES

- **ENGLISH** - Advanced/Fluent
- **PORTUGUESE** - Native



INTERNATIONAL EXPERIENCES

KAKE-JUNSEI SUMMER AMBASSADOR PROGRAM

June 2014 - July 2014

Junior ambassador in Japan.

ACADEMIC YEAR IN AMERICA (AYA)

Sep 2010 - Sep 2011

Junior year in America (Guy Perkins High School).



HARD SKILLS

PHOTOSHOP - Advanced

AFTER EFFECTS - Advanced

INDESIGN - Advanced

ILLUSTRATOR - Advanced

PREMIERE - Advanced

FIGMA - Intermediary

AI IMAGE AND VIDEO GENERATION TOOLS - Advanced