

# Amanda

Brazilian • 31 years old • Bauru • SP/ Brazil

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# Moreira

As a designer with 13 years of experience, I continuously pursue excellence, welcome new challenges, and have worked in diverse areas like agencies, global companies, and startups. My expertise includes crafting compelling visual identities, creating online/offline materials, websites, landing pages, and organizing events. I also possess an understanding of endomarketing to engage and inspire internal teams

## education

**Bachelor of Arts Degree:** JUL 2014  
**Industrial Design (Graphic)**  
Universidade Presbiteriana  
Mackenzie

**Technical education** JUL 2010  
**Webdesign**  
Escola Técnica Profprofessor  
Everardo Passos

## softwares

Adobe Photoshop	9/10
Adobe Illustrator	8/10
Adobe InDesign	8/10
Adobe After Effects	7/10
Adobe Premiere	8/10
Microsoft Office	6/10
HTML/CSS	2/10
Wordpress/Google Sites/Hubspot	7/10
Google workspace	8/10

## experience








**FHINCK** JUL 2021  
**Art Director Remote (senior)** /JUN 2023

Brand structuring, visual identity development, and employee branding. Creation of content and creative assets for social media platforms (posts, captions, and advertisements), campaigns, and email marketing. Development of concepts aligned with marketing strategies for B2B events, including online and offline materials (landing pages, invitations, flyers, banners, booths, gifts, stickers, etc) and coordination of national and international suppliers. Production of institutional and product videos, including scriptwriting, storyboarding, and animation. Assistance in creating materials for other departments and providing branding training. Conducted buyer persona studies. Managed and supervised the development of a new website, collaborating with an intern.

**ELEVENCHIMPS,** JUN 2019  
**Art Director Remote (mid-level)** /JUL 2021

Attended visits and meetings (in-person or virtual) for strategic alignment. Developed out-of-home (OOH) media, including flyers, packaging, signage, and gifts, and managed the manufacturing process. Created digital assets: CRM email layouts, social media content. Art direction and supervision for videos and photoshoots. Developed materials for digital campaigns (Facebook, Instagram, and Google). Designed logos for campaigns and projects.

## skills

Branding + Visual identity	
Video/motion	
Landing page + Hotsite + Site	
Digital media + Social + email	
Printed + OOH media	
Events	
Commercial presentation + pitch	

## courses

<b>Advanced Photoshop</b> UNHIDE School	AUG 2023
<b>Design and Strategic Brand Management</b> Udemy	JAN 2023
<b>Design and Strategic Brand Management</b> Udemy	JAN 2023
<b>Bootcamp UX Design</b> How bootcamps	AUG 2020
<b>Blue Print Live</b> Facebook	SEP 2017

## languages

English: B1 CNA	DEC 2009
Portugues: Native	

## experience

**ELEVENCHIMPS** JAN 2018  
**Art Director (mid-level)** /JUN 2019

Contributed in branding progress. Developed campaigns assets: digital and out-of-home(OOH), such as email template and signatures, envelopes, letter template, folders, flyers, invitations, prescription pads. Directed video/photoshoots, created social media identity and content (images and videos) and digital campaigns (Facebook, Instagram, and Google).

**GINGA** OCT 2017  
**Freelancer Art Director (junior)** /JAN 2018

Created image and videos for social media. Main clients: Barcardi Limited, Vivo and Flora Cosméticos.

**IONZ** DEC 2015  
**Art Director (junior)** /OCT 2017

Photographed and edited photos and videos for social media. Designed online campaign assets (banners, email marketing, hot sites, mockups, presentations templates). Directed photoshoots for a Mexcla new visual identity, also developed printed media (for the best experience on different touchpoints: food mat, cup, napkin, pin, menu board, flyers, stickers, banners, tags). Main clients: Bloomin' Brands (Outback, Abbraccio and Mexcla), Café 3 Corações, Tirolez, Rayovac and Cacau Show.

**RAKUTEN BRASIL** SEP 2014  
**Junior Designer** /SEP 2015

Marketplace's store creative development (visual identity), logos, products detailed description pages, and banners. Email marketing and commercial presentation.

**THINK4, Designer Assistant** NOV 2012  
**nov/2012 - sep/2014** /SEP 2014

Cooperated designing emails marketing, hotsites and banners. Upload and updated content on websites. Created social media images. Main clients: Nike, Umbro, Jequití, Midway Financeira, Riachuelo, Valisere, Barbados and RedBull.

**THINK4, Intern** SEP 2010  
**sep/2010 - nov/2012** /NOV 2012

Collaborated in image treatment, upload and update content on websites. Main clients: Nike, Umbro, Jequití, Midway Financeira and Riachuelo.