

Amanda Moreira

Brazilian • 34 years old • Bauru • SP/ Brazil
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Designer with 15+ years of experience, with a background spanning agencies, multinational companies, and startups, working at the intersection of design, strategy, and digital experience. My experience ranges from branding and visual identity to websites, landing pages, campaigns, and online and offline communications.

Currently, I focus on CRO and results-driven digital experiences, turning business needs and user behavior into more effective solutions. I use Artificial Intelligence and automation to enhance analysis, creation, and execution, making processes more agile while maintaining strategic thinking and quality.

education

**MBA in Neuroscience,
Consumer Behavior
and Marketing**
PUC-RS APR 2026

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

**Technical education
Webdesign**
Escola Técnica Professor
Everardo Passos. JUL 2010

softwares

Adobe Photoshop	9/10
Illustrator	8/10
InDesign	8/10
After Effects	7/10
Premiere	8/10
HTML / CSS	8/10
WordPress / HubSpot	8/10
Builder.io / Lovable	
Amplitude + Clarity	7/10
Google workspace	8/10

experience

QuestEdu (GrupoQ) Web Designer, CRO & Digital Experience

JUN 2025/PRESENT

Focus on Damásio website maintenance, optimization, and CRO across product and campaign pages. Analyze page performance, data, and heatmaps using Clarity to identify optimization opportunities and conduct A/B tests. I also develop new digital experiences and pages using Lovable, and collaborate on automation initiatives, including an n8n workflow that connects a spreadsheet to WordPress, keeping the professors page automatically updated.

One example of a recent A/B test was an OAB campaign, where adding a guarantee badge near the sales card CTA increased conversion rate by 62%, from 0.778% to 1.26%.

Senior Web Designer

OCT 2024/JUN 2025

Created landing pages end-to-end, from concept and visual development to page development and publishing. Developed assets and experiences using Builder.io, and HubSpot. Key projects included the development of the Qconcursos Black November landing page and the migration of the Damásio website to WordPress, with a focus on scalability and modularity.

skills

Branding + Visual identity	
Video/motion	
Landing page + Hotsite + Site	
Digital media + Social + email	
Printed + OOH media	
Events	
Commercial /pitch presentations	
Performance optimization	
AI-assisted Design & Development	
A/B Testing	

soft skills

Strategic Thinking · Problem Solving · Cross-functional Collaboration · Adaptability

courses

Advanced Photoshop UNHIDE School	AUG 2023
Design and Strategic Brand Management Udemy	JAN 2023
Branding and Marketing Creation and Management of Successful Brands Udemy	JAN 2023
Bootcamp UX Design How bootcamps	AUG 2020
Blue Print Live Facebook	SEP 2017

experience

FHINCK

Art Director Remote (senior) JUL 2021/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

Art Director Remote (mid-level) JUN 2019/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.

Art Director Remote (mid-level) JAN 2018/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

Freelancer Art Director (junior) OCT 2017/JAN 2018

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

IONZ

Art Director (junior) DEC 2015/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 Cacao Show.

languages

English: B2
CNA

DEC 2009

Portuguese: Native

references

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RAKUTEN BRASIL

Designer (junior)

SEP 2014/SEP 2015

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

THINK4

Intern

NOV 2012/SEP 2014

Cooperated designing emails marketing, hot sites and banners. Upload and updated content on websites. Created social media images. Main clients: Nike, Umbro, Jequiti, Midway Financeira, Riachuelo, Valisere, Barbados and Red Bull.

THINK4

Intern

SEP 2010/NOV 2012

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