

Over the years I've discovered that high-quality, precise designs can transform environments, and this is where my passion thrives. I view design as a crucial driver for enhancing user experiences and achieving business objectives.

I have a vast experience in Marketing and Visual Design, creating and optimizing visually engaging social media ads, landing pages, newsletters, responsive websites, branding, infographics, presentations using Adobe Creative Suite and Figma.

I'm used to work collaboratively, in a fast-paced environment and multitasking. Excellent verbal and visual communication skills.

I am a driven and quick learner, constantly seeking opportunities to expand my skills, share knowledge, and grow professionally.

Education

Faculty of Fine Arts - 1992-1996
Federal University
UFMG - Brazil
Bachelor's degree

Ascola Meimad - 1997-2001
School of Art &
Design - Tel Aviv
Certificate - Graphic Design

John Bryce UXV - 2019
Tel Aviv
UXV Certified - UX Designer

Tools and Skills

Tools

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Midjourney, WordPress, HubSpot, HTML/CSS

Collaboration

Team Leadership, Cross-functional Collaboration, Time Management

Project Management

Multitasking, Deadline Management, Data-driven Design

Languages

Portuguese
Mother tongue

English
Fluent

Hebrew
Fluent

Spanish
Intermediate

Work Experience

Penguin Strategies 2016 - 2024
Web Designer, Senior Marketing Designer, Product Designer

- Directed and worked on design projects ensuring they are in line with brand guidelines, concepts, briefs, and deadlines, from end-to-end.
- Capability to approach problems with both creativity and structure, delivering innovative and visually engaging ideas aligned with specific creative briefs.
- Created user-centered designs for key accounts like NetApp, Ceragon, Guardknox, Sony Semiconductor and Siemens AM. Projects include newsletters, websites, landing pages, paid campaigns for multi-channel lead gen campaigns.
- Optimized marketing campaigns results by analyzing metrics, implementing improvements and driving conversions

Duma (acquired by Penguin Strategies) 2015 - 2016
Creative Director

- Oversaw design of all client projects across both digital and traditional media.
- Managed delegation of design tasks, including websites, presentations and booths for events.

Comverse Technology, Inc. 2014 - 2015
Graphic and Web Designer

- Designed minisites for products, events, intranet systems and newsletters.
- Created design for white papers, brochures, PowerPoint decks, email templates and internal documentation.

May Studio 2010 - 2013
Graphic and Web Designer

- Created branding concepts for companies such as Assuta Hospital and Epstein Engineering, including logotypes, brochures and exhibition booth design.
- Worked building WordPress and HTML websites.

Freelancer 2001 - 2010
Graphic and Web Designer

- Created branding, logos, minisites, blogs and social media-related collateral.
- Worked at smaller studios as an in-house designer, both in Brazil and Israel, including design studios, restaurants, engineering and finance companies.