

Camila Pires

camilademoura@gmail.com

Portfolio Link

linkedin.com/in/camimp

Curitiba, Brasil

GRAPHIC DESIGNER SUMMARY

- Graphic Designer with over 6 years of experience (both with agencies and startup), conceptualizing, designing and implementing or producing a wide range of assets.
- Specialized in Visual Design and Graphic Design principles, ensuring consistency across multiple platforms, demonstrating keen attention to detail and creative finesse;
- Capacity to analyze data and absorb feedback to optimize performance results;
- A collaborative teamplayer recognized for reliability and agility, managing workloads with efficiency and meeting multiple deadlines without compromising quality in fast-paced environments.

SKILLS

Knowledge: Graphic Design; Brand Design; Marketing Design; Web Design (HTML/CSS); Presentation Design; Print Design, Social Media Design; Basic Motion Design e Edição de Vídeo

Tools: Adobe Creative Suit, Figma, Wordpress, Webflow, Elementor, Google Presentations/Power Point; MidJourney; ChatGPT.

EXPERIENCE

Mid-Level Graphic Designer

HeroSpark

Sep, 2022 - currently

HeroSpark is a SaaS startup, providing a platform for entrepreneurs to sell their digital products. With over 300k users, HeroSpark already impacted over 12 million people.

- Executed consistent visual identity across diverse channels, boosting brand recognition.
- Addressed multifaceted design needs internally, improving overall communication effectiveness.
- Crafted compelling commercial presentations, contributing to successful partnerships.
- Conceptualized and finalized promotional materials and gifts within budget and deadlines.
- Created dynamic motion designs, enhancing visual appeal in multimedia content.
- Collaborated to successful campaigns in the Marketing team, exceeding monthly signup goals by 33%.

Web Designer

The Copper Portico

Mar, 2021 - freelancing

The Copper Portico is a small branding agency, providing exquisite and tailored solutions to entrepreneurs and cultural institutions, boosting their digital presence and revenue.

- Led end-to-end website development, reflecting brand strategy applying performance and SEO best practices.
- Successfully applied optimization techniques, reducing loading times by 20%.
- Configured domains, hosting, and email, providing comprehensive manuals and tutorials to clients.

Graphic and Web Designer

Prana Digital Digital

Aug, 2021 - Aug, 2022

A small marketing agency for entrepreneurs looking to sell their digital products. They managed a few experts and helped them sell over R\$ 15 millions in two years.

- Led end-to-end website development, reflecting brand strategy applying performance and SEO best practices.
- Successfully applied wordpress optimization techniques, securing a 2s site loading speed mark;
- Implemented website data-driven and targeted optimizations, enhancing overall website performance, improving conversion up to 30%;
- Contributed to successful campaigns with visually appealing and effective assets.

Graphic Designer**Soma de Ideias****Aug, 2019 - Jul, 2020**

A small marketing agency that provided strategic planning and execution for several clients, with Marketing, Design and Publicity.

- Spearheaded the creation of logos and visual identities.
- Executed planning, copywriting, and social media design.
- Produced motion graphics for various projects.
- Designed slide presentations for impactful communication.
- Applied creativity to print design projects.
- Contributed to a user experience through web design.

Graphic Designer Trainee**Co.Holder****Sep, 2018 - Aug, 2019**

A small design agency that provided strategic planning and execution of marketing and innovation in business for several clients, specially real state companies and law agencies.

- Led the development of logos and visual identities.
- Executed landing page projects with a focus on lead generation.
- Played a key role in strategic planning, copywriting, and social media activities.
- Design trade shows materials and giveaways.

Web Design Intern**Universidade Estácio de Sá****Mar, 2016 - Fev, 2017**

The Estácio de Sá University is a private higher education institution in Brazil, known for offering a variety of courses in diverse fields of knowledge, with over 300,000 students.

- Contributed to the development and adjustment of Flash (animated) screens for online classes.
- Completed and adjusted XML for enhanced functionality.
- Ensured document formatting adhered to high standards.
- Handled file conversions to streamline processes.

EDUCATION

Specialization in Communication and Digital Design
Graduation in Graphic Design

ESPM -Escola Superior de Propaganda e Marketing
UNESA -Universidade Estácio de Sá