

BRUNO TEODORO FERREIRA

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PROFILE

I am a graphic designer with ten years of experience. I worked on traditional advertising agencies, software companies, and as an in-house designer for beauty, healthcare and supplements companies.

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dimension)
- Figma
- Blender
- Video and Motion Design
- Social Media Marketing
- Social Media Advertising
- E-mail Marketing Design
- 3D Render
- Typography
- Branding
- Google Analytics
- Google Tag Manager
- Google Ads
- Facebook / Instagram Ads

EDUCATION

Bachelor of Communication

Federal University of Juiz de Fora, Brazil

January 2014

LANGUAGES

- Portuguese – Native
- English – Professional
- Spanish – Basic
- French - Basic

WORK EXPERIENCE

Graphic Designer | Motion Designer

e-vonving brands

June 2023 – Present

Responsibilities:

- E-mail marketing design, promotional assets for website and social media, google ads, YouTube ads;
- Video and motion design for social media organic content and ads;
- 3D product renders;
- Label design;
- Branding.

Graphic Designer | Motion Designer

Kerotin

April 2021 – May 2023

Responsibilities:

- E-mail marketing design, promotional assets for website and social media, google ads, YouTube ads;
- Video and motion design for social media organic content and ads;

- 3D product renders;
- Label design;
- Branding.

Graphic Designer | Marketing Manager
SEOX

February 2021 – February 2022

Responsibilities:

- Facebook, Instagram and Google Ads campaigns for a range of clients;
- Website data tracking using Google Tag Manager;
- Custom audiences for Facebook and Instagram Ads via Facebook Pixel custom events and Google Tag Manager;
- Data visualization and insights using Google Analytics, Google Tag Manager, and Google Data Studio;
- Weekly and monthly meetings with clients to present ad campaign reports and website data insights;
- Motion and graphic design for ad campaigns.

Freelance Designer
Criativando Publicidade

October 2020 – March 2021

Responsibilities:

- Graphic, motion and video design for a range of clients;
- Branding;
- Print design.

Graphic Designer
GAS Marketing

March 2014 – April 2020

Responsibilities:

- Graphic, motion and video design for a range of clients and platforms as social media, website, outdoors, magazines, brochures, pamphlets, car plotting (vehicle graphics), exhibition stand design;
- Branding;
- Print design.

Graphic Designer
Casa Oito

January 2014 – February 2014

Responsibilities:

- Graphic, motion and video design for a range of clients;
- Branding;
- Print design.

Creative Manager (volunteer work)
FEJEMG

July 2012 – August 2013

Responsibilities:

- Graphic design for a range of clients and platforms as social media, website, outdoors, magazines, brochures, pamphlets, exhibition stand design;
- Branding;
- Print design;
- Team management.

Art Director

November 2011 – April 2013

GIRO Magazine

Responsibilities:

- Magazine graphic project and layout;
- Illustration.

Creative Manager (volunteer work)

November 2011 – December 2012

Acesso Comunicação Jr.

Responsibilities:

- Graphic design for a range of clients and platforms as social media, website, outdoors, magazines, brochures, pamphlets, exhibition stand design;
- Branding;
- Print design;
- Team management.

Graphic Designer

July 2012 – September 2012

Buena Vista Inteligência de Negócios

Responsibilities:

- Graphic design for a range of clients;
- Branding;
- Print design.

Art Director

March 2012 – July 2012

Pleased magazine

Responsibilities:

- Magazine graphic project and layout.

Graphic Designer (volunteer work)

August 2011 – January 2012

AIESEC

Responsibilities:

- Graphic design for social media, website, brochures, pamphlets;
- Branding.

Video Editor

April 2011 – January 2012

Culto Circuito - TVE

Responsibilities:

- Video editing;
- Camera operation.

Art Director

May 2011 – November 2012

FAEFID - UFJF

Responsibilities:

- Designing online material for people with disabilities (layout and illustration).

Graphic Designer

April 2010 – March 2011

Critt UFJF – Centro Regional de Transferência de Tecnologia

Responsibilities:

- Graphic design for social media, website, brochures, pamphlets;

- Branding.

LICENSES & CERTIFICATIONS

After Effects – Motion Graphics & Data Visualization

Udemy

Credential ID UC-6e73231a-1699-4597-99f4-8c035f556643

Essential Programming Logic

DIO

Credential ID 63D322A4

The Most In-Depth Google Tag Manager (GTM) Course for 2021

Udemy

Credential ID UC-a65a77f8-bc69-457b-b5e4-43eeb7d3c0f6

After Effects for Motion Designers: From zero to professional

Udemy

Credential ID UC-74def011-28cc-440a-bf99-eb6915e96ac4

Web Programming Foundations

Lynda.com

Web Development Foundations: Full Stack vs Front-End

Lynda.com

Facebook Marketing: Advertising

Lynda.com

Drawing Vector Graphics: Color and Detail

Lynda.com

Credential ID DC72F3

Photoshop Retouching Techniques: Fashion Editorial

Lynda.com

Credential ID D235FE

Photoshop Retouching Techniques: Beauty Portraits

Lynda.com

Credential ID A73196

Photoshop Retouching Techniques: Faces

Lynda.com

Credential ID 133D4F

Introducing Photoshop: Design

Lynda.com

Credential ID A4D4A9