

Frederico | Resume

Graphic Designer, Pre-press, Web Designer, Front-End Developer, Customer Relations

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Greetings Hiring Team

As a versatile graphic designer with experience working with multiple materials and creative approaches, including printed magazines and newspapers, editorials, fair events, marketing materials, social media assets, web design, and front-end web development, I believe I could bring a unique blend of creativity, technical skills, and industry knowledge to your team.

In my previous and ongoing roles, either as a member of the workforce or as a freelancer, I have served as a Graphic Designer, Pre-press Technician, and Customer Service representative. My responsibilities included creating and managing graphic pieces from conception to final production, always focusing on enhancing productivity, strengthening the client's brand identity, increasing customer engagement, improving online presence, and facilitating customer interaction.

My achievements include helping over 80 community newspapers and magazines achieve their goals in the media industry, redesigning the Farm Picked For You Website, and building websites for Uflawless's skincare, Elite Custom Made Furniture, and my Website. These projects allowed me to leverage my expertise in graphic design, web design and development.

In addition to my hands-on experience and education, I have honed skills in various design software such as Adobe Creative Suite, PolkaDots Pre-press workflow, Corel Draw, Canva, Figma, and other tools, including React Js and Next Js. I have also gained a comprehensive understanding of HTML, CSS, and JavaScript, enabling me to see the bigger picture in web design and front-end web development.

I am confident that my experience, along with my dedication to staying abreast of the latest trends in design and technology, would make me a valuable asset to a creative team, and I am convinced this opportunity would be mutually beneficial.

Thank you

SKILLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere • Adobe After Effects • Corel Draw • Polkadots Workflow • SketchUp • Figma • Canva • Html5 • CSS3 • Javascript • React Js • Next Js • WordPress • GitHub • MS Office • some SEO Tools

SUMMARY OF QUALIFICATIONS

- Several years of Graphic Designer experience combined with Customer Relations, Production, and Office experience.
- B.A. in Industrial Design, Online Marketing Certification, Web Development Diploma, Web Design Certificate.
- Good verbal communication, ability to easily connect with people and establish professional relationships, good listening skills, and empathy.
- Ability to prioritize responsibilities, identify problems in need of decision-making, pay excellent attention to detail, and adapt to various working environments (procedures, software, home, office, plant).
- Ability to work with minimum supervision, self-motivated, inquisitive and relentless, comfortable working with technology and arts, and autodidact.

EDUCATION

Brain Station - Web Development Diploma

April - June 2020.

George Brown College - Web Development and Web Design Certificate

Continuing Education program - 2017 -2018

Pontifical Catholic University of Parana

B.A. in Industrial Design

Visual Communication.

WORKING EXPERIENCE

@ Farm Picked for You, UFlawless Medical Grade Skin-care, Conti Realty Group, Elite Custom Made Furniture. 2020 - 2023

• **(On Freelancing Basis)** - The freelancing work and materials include UI Design, Web Site Production, illustrated design ideas using storyboards, process flows, and sitemaps, as well as solutions for images, photos, promotional videos, flyers, posters, identity design, social media assets, and digital material fixes.

Pre-press Tech. | Graphic Designer | Inventory | Customer Relations and Production Schedule

@ KT Web Printing LTD. - MAR 2004 - JAN 2020

- Provided outstanding graphic design, process, and printing solutions to the customer base.
- Delivered good customer and technical support, provided quality control, handled the materials and files with proper care and procedures, and coordinated the production of the client's material.
- Responsible for the daily production schedule of a 24-hour work operation between the departments (Pre-press, Printing, Binding/Finishing, and Delivery).
- Coordinated and oversaw administrative activities and reception duties, facilitating the distribution of information between the departments and maintaining the integrity of the office database.
- Ensured a consistent operation of the pre-press/graphic design department, including the operation of the camera room, computers, software, and CTPs. Monitored the inventory and reduced the use of mediums, materials, chemicals, and pollutants.

Graphic Designer | Editor | Paginator | Customer Relations

@ Brasil News Newspaper - 2002 - 2003

- Designed the new layout to attract new prospects, created new sections to fit new content, and accommodated new clients' advertisements in the newspaper.
- Created and executed the advertisement pieces to the customer base.
- Successfully implemented the tasks, resulting in the growth of the client base, allowing the company to expand the frequency of the publication from monthly to bi-weekly editions.