BRUNO TEODORO FERREIRA

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Portfolio: brunoteodoroferreira.com

PROFILE

I'm a Graphic Designer with ten years of experience, a postgraduate in UX Design, and a Software Analysis and Development student.

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dimension);
- Figma;
- Video and Motion Design;
- Product 3D Render;
- Design for Social Media and Ads (Meta, Google, Amazon, etc);
- E-mail Marketing Design;
- Website and Landing Page Design (Shopify, Unbounce, WordPress, etc);
- HTML & CSS;
- Typography;
- Branding;
- Google Analytics, Google Ads, Google Tag Manager;
- Facebook & Instagram Ads.

EDUCATION

Bachelor's Degree in Software Analysis and Development   Jan 2025 – Present
Pontifícia Universidade Católica do Rio grande do Sul, Brazil

UX Design Postgraduate   Sep 2023 – Dec 2024
Pontifícia Universidade Católica do Rio grande do Sul, Brazil
- User Experience (UX)
- UX Research
- Lean UX
- User Interface Design
- User Experience Design (UED)

Bachelor of Communication   Aug 2009 – January 2014
Federal University of Juiz de Fora, Brazil

LANGUAGES

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

WORK EXPERIENCE

E-mail Designer   February 2025 – Present
Kidoriman

Responsibilities:
- Design and code responsive emails using Figma, Klaviyo, HTML and CSS;
- Collaborate with marketing to create engaging email campaigns;
- Conduct A/B testing;
- Create graphics and assets using Adobe Creative Suite;
- Create designs for email automations (e.g., welcome series, promotions);
- Update templates and stay current with design trends and best practices.

Graphic Designer | Motion Designer | UX/UI Designer   June 2023 – Present
e-vonving brands

Responsibilities:
- E-commerces constant improvement via Shopify + HTML and CSS;
- Landing Page creation via Shopify and Unbounce + HTML and CSS;
- 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   April 2021 – May 2023
Kerotin

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   February 2021 – February 2022
SEOX

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   October 2020 – March 2021
Criativando Publicidade

Responsibilities:

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

Graphic Designer   March 2014 – April 2020
GAS Marketing

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   January 2014 – February 2014
Casa Oito

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

Creative Manager (volunteer work)   July 2012 – August 2013
FEJEMG

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