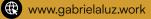


in linkedin.com/in/gabriela-luz



March 2024 - TODAY

Oct 2021 - TODAY

Apr 2023 - March 2024

June 2021 - Mar 2023

## ABOUT ME

I am a Graphic Designer with a bachelor's degree from PUC-PR and a graduate degree in UX Design from Mackenzie University. I have a strong experience with graphic, editorial, UI/UX and motion design as well as video editing. I'm skilled with the Adobe Creative Suite, including Photoshop, Illustrator, InDesign, AfterEffects, Premiere and Figma. I also speak advanced English and have international experience in both work and study environments.

## EDUCATION

MACKENZIE PRESBYTERIAN UNIVERSITY Graduate student in UX Design	Feb 2023 - Feb 2024
• CATHOLIC UNIVERSITY OF PARANA (PUC-PR) Bachelor's degree in Graphic Design	Feb 2012 - Feb 2016
FACULDADE MÉLIÈS Motion Graphics course	Mar 2017 - July 2017

# WORK EXPERIENCE

• INDIGO HIVE (São Paulo/SP - Brasil)

Designer

Responsible for the creation and development of comprehensive design solutions for a health tech startup, including branding, social media content (posts and videos), print packaging, mockups, app animations, landing pages, brand awareness research and more.

#### VIDTECH (Thousand Oaks/CA - United States)

Video Editor & Motion Designer (Freelancer)

Experience with Motion graphics and video editing for the real estate market.

#### ERNST & YOUNG (Curitiba/PR - Brasil) Design Consultant

Design consultant on the Running Change team. Experience in creating and developing several graphic communication pieces extremely user focused, so that the changes implemented in companies are made in an empathetic and effective way.

#### ROBÔ LAURA (Curitiba/PR - Brasil) Graphic Designer

Graphic designer in the company's marketing team with experience in creating and developing many graphic materials for digital and printed communication. Experience in assisting all other teams in the company in the most diverse types of demands involving design.

Oct 2016 - Sep 2021

Apr 2016 - Oct 2016

Feb 2016 - Apr 2016

Oct 2013 - Oct 2015

Sep 2010 - Sep 2011

June 2014 - July 2014

## CTRL S COMUNICAÇÃO (Curitiba/PR - Brasil)

#### Designer

Experience in creating and developing many digital and printed communication pieces for clients such as OAB-PR, Sócios e Negócios magazine and unions.

### FREELANCER

#### Graphic & Motion Designer

Experience with branding, various graphic pieces (printed and digital), infographics, motion graphics, video editing, UI design (desktop and mobile) and editorial design.

Clients: VidTech.com (Westlake Village, CA, EUA), The Media Group (São Paulo), VIP Magazine (São Paulo), Abril Branded Content (São Paulo), Plena Publisher (Curitiba) and Robô Laura (Curitiba).

## • ABRIL PUBLISHER (São Paulo/SP - Brasil)

#### Graphic and Motion Designer at Veja Magazin (temporary)

Designer at Veja magazine (leading weekly magazine in Brazil and second largest worldwide). Experience with editorial design in printed and digital weekly magazines, use of UI design knowledge in digital editions and cover animation. Designer in the special technology issue "Virtual Reality - 30 years of reporting on technology".

Trainee

Participation in the Abril Journalism Course 2016, Abril Publisher's trainee program.

• CECIA PROMOTIONAL MARKETING (Curitiba/PR - Brasil) Design Internship

Intern in the company's design team, preferably assisting the Thá group in creating and developing digital and printed communication pieces. In addition to helping other designers with several other clients such as Claro, Tim, GVT, Cyrela, Rossi and Coca-Cola.

# INTERNATIONAL EXPERIENCES

### • ACADEMIC YEAR IN AMERICA (AYA) Junior year in America (Guy Perkings High School).

• KAKE-JUNSEI SUMMER AMBASSADOR PROGRAM Junior ambassador in Japan.

HARD SKILLS

- ADOBE PHOTOSHOP Advanced
- ADOBE ILLUSTRATOR Advanced
- ADOBE INDESIGN Advanced
- ADOBE AFTER EFFECTS Advanced
- ADOBE PREMIERE Advanced
- FIGMA Intermediary

# LANGUAGES

ENGLISH - Advanced/Fluent
PORTUGUESE - Native

# VOLUNTEER WORK

• DOBRANDO ALEGRIAS PROJECT Volunteer at Cajuru hospital and Red Cross hospital.