


Felipe Smaniotto

Visual Designer

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Work Experience

eTeacher Group | Graphic Designer Sep 2022 - Current

Collaborated with cross-functional teams to design visually appealing social media posts, landing pages and e-mail banners.

Incorporated artificial intelligence tools such as Midjourney and Stable Diffusion into internal processes for creating social media and landing page content, optimizing efficiency and enhancing performance.

Worked with the marketing team to develop and maintain a consistent brand identity across all social media channels.

Felipe Smaniotto | Brand Designer Feb 2020 - 2023

Developed and executed visually appealing and impactful brand identities for restaurants, delivery services, and technology companies.

Managed and created content for social media platforms, including strategic planning and graphic design. Oversaw clients' marketing strategies, focusing on consistent visual identities and brand guidelines.

Created over 125 video and motion assets, employing various animation principles to build a comprehensive brand motion library, with the majority featured in public campaign initiatives.

TOTVS | Business Designer Mar 2022 - Aug 2022

Collaborated with the sales team to create impactful business presentations and tradeshow displays.

Applied design thinking and other innovative techniques to identify customer needs, employing storytelling and emotional design to engage with target audiences.

Assisted in creating internal workshop videos, leveraging multimedia platforms to enhance team collaboration.

Brandmi | Head of Design Jan 2021 - Feb 2022

Designed marketing materials such as newsletter, social media, blogs, emails campaigns and flyers using Adobe Creative Suite.

Effectively managed customer feedback, promptly addressing concerns and implementing necessary design modifications.

Created wireframes, high-fidelity prototypes, and seamlessly implemented them in WordPress for over 15 businesses.

Conducted comprehensive market research and trend analysis to remain abreast of industry standards and emerging design trends, facilitating informed decision-making and innovative design solutions.

Education

Uniritter

**Bachelor's degree
in Graphic Design**

2017-2022

Skills

Design

Generative AI, Social Media, Wireframes, Task flows, Visual design, Motion Design, Video creation

Collaboration

Self-starter, Communicative, Detail-oriented, Team player

Languages

English **C1**
Advanced

Spanish **A1**
Basic

Portuguese **C2**
Native

Software and Applications

Adobe Creative Suite

Photoshop

Indesign

Illustrator

After Effects

Premiere Pro

Midjourney

Stable Diffusion

Figma

Wordpress

RD Station

Microsoft Office

Google Office