






Felipe Smaniotto

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⚡ Summary

Multidisciplinary Graphic Designer with 7+ years of experience in branding, packaging, promotional assets, and digital campaigns across diverse sectors. Proficient in Adobe Creative Suite, Figma, and Generative AI (Midjourney), with a track record of leading end-to-end design projects that increase engagement, boost conversions, and ensure visual consistency. Skilled in integrating AI tools and scalable design systems to streamline workflows and elevate brand performance.

🔗 Work Experience

eTeacher Group | Graphic Designer Remote (Brazil and Israel) | 09/2022 - Present

- Developed AI-powered workflows using Midjourney and ChatGPT Prompting, reducing ideation time by 40% and campaign delivery time by 30%
- Created and optimized multi-channel advertising campaigns, increasing conversion rates by 20% and reducing CPA by 18%
- Shortened design feedback cycles by 2 days by implementing streamlined approval processes with AI tools

Freelancer | Graphic Designer Remote (Brazil and Australia) | 02/2020 - Present

- Delivered 150+ static, motion, and video assets that improved audience engagement by 35% and boosted average campaign ROI by 28%
- Reduced production time by 30% using modular design systems and reusable templates
- Executed social media strategies resulting in 25% follower growth and 15% increase in post engagement
- Managed up to 10 concurrent clients while maintaining on-time delivery for 95% of projects

TOTVS | Business Designer Remote (Brazil) | 03/2022 - 08/2022

- Designed business presentations and tradeshow materials, contributing to acquisition of 3 major contracts.
- Applied Design Thinking and storytelling to address client needs and elevate brand messaging.
- Reduced internal onboarding content creation time by 40% through efficient training video production

Brandmi | Graphic Designer Hybrid (Brazil) | 01/2021 - 02/2022

- Created scalable brand systems that decreased asset creation time by 35%
- Developed responsive WordPress sites that improved load times by 38%
- Achieved 20% increase in social media engagement and 15% higher click-through rates

🎓 Education

Bachelor's degree in Graphic Design | Uniritter Porto Alegre, Brazil | 2017-2022

🛠 Skills

Design Tools

Adobe Creative Suite

Photoshop

Illustrator

Indesign

After Effects

Premiere Pro

Canva

Midjourney

Figma

Wordpress

Microsoft Office

Google Workspace

Creative Expertise

Branding

Illustration

Social Media

Video Creation

Packaging

Digital Marketing

UI Design

Soft Skills

Attention to detail

Teamwork

Time Management

Adaptability

Flexibility

Collaboration

Communication

Languages

C1 Advanced

English

Native

Portuguese

A1 Basic

Spanish