



Bruna Lobato

Senior Graphic Designer

ADDRESS

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ABOUT

As a Senior Graphic Designer, UI/UX expert, and Motion Designer with over 10 years of experience, I bring a deep understanding of visual storytelling and user-centered design. My expertise extends beyond graphic design to web design, with a strong command of HTML, CSS, and a proficiency in using Adobe Creative Cloud tools and Figma to craft intuitive and engaging digital experiences.

EDUCATION

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| IESB University Brazil | Bachelor’s degree Marketing & Advertising | 2006 – 2010 |
| Ozi Audiovisual Brazil | Certificate 3D animation | 2009 – 2010 |

NON - TECHNICAL SKILLS

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|-------------------|-----------|
| • Time management | ● ● ● ● ● |
| • Communication | ● ● ● ● ● |
| • Problem solving | ● ● ● ● ● |
| • Creativity | ● ● ● ● ● |
| • Open - minded | ● ● ● ● ● |
| • Innovative | ● ● ● ● ● |

TECHNICAL SKILLS

- Figma
- Adobe XD
- Creative Cloud
- Azure
- Prototype
- HTML & CSS

INTEREST



Photography



Gaming



Video



Podcast

EXPERIENCE

Graphic Designer | UI UX Designer

Centre Street Church
Oct 2023 - current

- Design and produce graphic content for various media including websites, social media, brochures, and advertisements.
 - Work closely with the web development team to create and optimize visual assets for websites.
 - Ensure brand consistency across all print and digital campaigns.
 - Collaborate with marketing and sales teams to understand requirements and deliver creative solutions that meet business objectives.
 - Stay updated with the latest design trends and technologies.
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UI UX Designer

SubcoDevs
Jun 2023

- Work up on new product features, from idea to UX to pixel-perfect execution, for both websites and mobile applications.
 - Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
 - Align with the product management team to conduct user research studies and summarize user feedback into insights.
 - Ensure all design work is compliant with branding guidelines and best practices.
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3D artist | UI UX

Crank Media
Jan 2021 - May 2022

- Modeling 3D assets and texture using Maya and Unity.
 - Work hands-on, in-engine to implement UX/UI prototypes and designs of the game team's ideas.
 - Build on established UI art style and visual language.
 - Maintain and drive best practices for implement UI in Unity.
 - Create wireframes and mock-ups for new features.
 - Collaborating with other artists and attending meetings to discuss ongoing projects.
 - Understanding the project requirements and conceptualizing creative ideas.
 - Troubleshooting any problems that arise during work on a project.
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Graphic & Web Designer

Imprint Plus
Oct 2020 - Jan 2021

- Develop & produce digital designs for websites, social media, email and advertising.
- Optimize web designs to improve the conversion rate of online assets.
- Build a library of brand resources (print, photo, video & digital).
- Create print graphics such as ads, flyers, and catalogs.
- Create design templates, mood boards and clip art.
- Product photography and photo editing.
- Work with Adobe Creative Suite, and HTML/CSS (Magento Cloud)
- Work on the UI/UX on the website.

EXPERIENCE

Marketing and Graphics Coordinator

FT Synthetics
Jun 2019 - May 2020

- Design and update of company literature.
 - Print plate design and setup for the flexographic printer.
 - Promotional Flyers and ads.
 - Graphic design for product packaging and labels, POP displays, and promo materials.
 - Support for sourcing and procurement of above marketing collateral.
 - Manage website design and content.
 - Gather appropriate newsworthy materials from sales reps and customers for regular postings on company LinkedIn and Facebook page.
 - Help develop and add online video content.
 - Design support in HTML content for E-blasts.
 - Responsible for the design, maintenance, and procurement of trade-show booths, roll-it-up banners, display materials, and shipping crates.
 - Help in coordination and preparation of show shipments.
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Digital Designer/UI

Celex Laboratories Inc.
Jun 2018 - May 2019

- Maintain and expand all social media design platforms.
 - Generate, edit, create, publish and share engaging content daily.
 - Create design content for email marketing, display advertising and video.
 - Research and design amazing user experiences, prototype using creative cloud and InVision.
 - Maintain the Wordpress website, Amazon page and Shopify design content using HTML5, CSS3, PHP, Bootstrap, Visual Studio/ Brackets.
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Self - Employed and instructor

Pivô Computer Graphics
Aug 2014 - Sept 2015

- Own business offering computer graphics courses , and owner, also took care of the administrative and taught .
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- Responsible for organize and manage classes.
- Teach students to use the softwares , adobe premiere, photoshop and after effects.