

PROFILE

I am a versatile Designer with over 11 years of experience working in various sectors and industries, with the ability to work in a fast-paced environment as well as lead cross-functional teams on key projects and campaigns that include both internal and external agencies.

Working successfully with a wide range of print and digital projects winning some awards. Having extensive knowledge in branding, advertising and digital marketing across a multiple of areas with a focus on developing display and social media ads alongside brand assets.

I am passionate about travel and have visited 58 countries across the globe. My international experiences have taught me about communication skills through working and meeting people from different cultural backgrounds, and flexibility by constantly adapting to new and unfamiliar environments.

EXPERIENCE

Senior Digital Designer (Global) **Digital Marketing Designer (Global)**

Vrbo | Expedia Group, London - UK

Mar 2019 - Present

July 2018 - Mar 2019

Vrbo, part of Expedia Group and a world leader in the vacation rental industry, is the place to book beach houses, cabins and condos with more than two million places to stay in 190 countries.

Supporting all of the company design, paid social and display advertising needs, ramping up the creative testing programs and getting to breakthrough creatives for multi-channels.

Senior Designer

Cookson Adventures - London - UK

Apr 2018 - Jun 2018

Henry Cookson Adventures is a leading authority in crafting tailored adventures and luxury experiences from the ground up.

- Working with the Marketing Director to assist in creating processes to improve design & marketing capabilities and efficiencies

Freelance Digital Graphic Designer

Self-Employed - Melbourne/Brisbane - Australia

Oct 2017 - Feb 2018

Experience working in Australia for a few different companies on a working and holiday visa. Freelance opportunities to work on digital marketing campaigns building digital ads, email marketing and also print materials such as brochures, magazine page ad.

Digital Graphic Designer (Global)

Hostelworld Group, London - UK

Apr 2015 - Sep 2017

Hostelworld Group is the world's leading hostel-focused online booking platform. Hostelworld, Hostelbookers and Hostels.com, offers travellers a simple way to book accommodation across 33,000 properties in approximately 170 countries.


• In charge of all the digital creatives aspects of all brand - creative design execution -



Jeff Santos

Digital / Graphic Designer

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EDUCATION

Study exchange program, Communication Design

Faculty of Fine Arts,
University of Porto - Portugal
2009-2010

Bachelor Degree - Design

Mackenzie University,
Sao Paulo - Brazil
2005-2010

Professional Training School, Design

SENAC
Sao Paulo - Brazil
2007-2009

LANGUAGES

Portuguese (Native)

English (Professional)

Spanish (Limited working)

- Developing high standards display creatives based on KPI's set for advertising platforms such as DoubleClick, Google Adwords and Facebook on global campaigns.
- Data driven to deliver and always improve on results by A/B testing and setting up decision trees with the knowledge of automated targeting.
- Forming and developing creative, photography, ideas and other creative endeavours(across web, print and mobile platforms) with the Brand Designer Team Lead for use on social medias (global), conferences, digital marketing campaigns, merchandise, product features.
- Working alongside other departments across the company to understand branding and the creative needs, and managing resources accordingly.
- Preparing and editing images and sometimes videos.
- Being part of the rebranding of HostelWorld and HostelBookers, with all the campaigns, display banners ads, imagery and all the design material.

★🏆 5 Honors & Awards

Head of Design

Feb 2015 - Apr 2015

Web/Graphic Designer

Apr 2014 - Feb 2015

Cult Furniture, London - UK

Online industrial, modern and contemporary furniture store.

- Responsible for all production work completed by the Design team and providing the strategic direction on the department in advancing the organization to its potential.
- Designing creative discount promotions, banners, newsletters, social media campaigns, flash adverts, finding creative solutions for a better design of the websites.
- Managing various sites within the company portfolio, including the management of product pictures, ensuring that they are uploaded and correctly displayed across the websites (eCommerce) and also helping with regular photoshoots.
- Inspiring creativity throughout all design work.
- Ensuring that all Design work is completed to the highest standard.
- Organizing and developing tasks for the design team to work on.
- Having the ability to present effective solutions to colleagues.
- Giving feedback and making sure everything the team needs is provided.

Design Intern

Jan 2014 - Apr 2014

Tommy's, London - UK

Web/Graphic Designer

Oct 2013 - Nov 2013

Legio Entertainment, London - UK

Designer

Jan 2010 - May 2010

LOPES Real Estate Consulting, Sao Paulo - Brazil

Junior Web Designer

Sep 2008 - Jun 2009

MdeMulher Editora Abril S/A (Publishing house), Sao Paulo - Brazil

🏆 1 Award

PROFESSIONAL SKILLS

- Html5 & CSS
- Google Web Designer
- Photography
- Sketch / InVision
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Flash
 - After Effects
 - Dreamweaver
 - Premiere Pro

PERSONAL SKILLS

- Communication
- Teamwork
- Creativity
- Organized
- Friendly Personality
- Time Management

INTERESTS

- Travel
- Sport
- Cultures
- Social Media
- Gastronomy
- Technology
- Arts
- Digital Marketing
- Advertising

REFERENCES

Natalie Solebo

Brand Manager
at Hostelworld Group

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Raquel Almeida

Brand Design Team Lead
at Hostelworld Group

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