

# rafaelroldao

• GRAPHIC DESIGNER •

 LONDON

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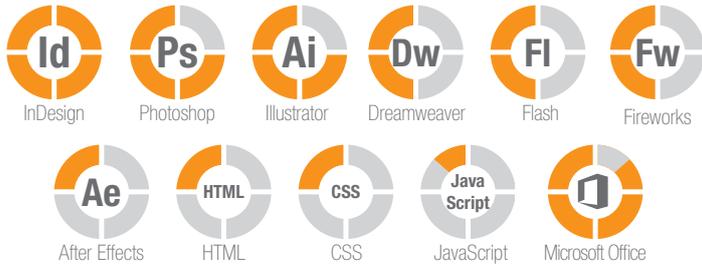
 www.rafaelroldao.com

## EDUCATION



2007 • Bachelor's degree in Graphic Design  
Sao Judas Tadeu University, São Paulo, Brazil

## PROFESSIONAL SKILLS



## EXPERIENCE



### • UCKG Help Centre

September 2017 to Present | London - UK

#### Graphic Designer

- Working with internal senior stakeholders with requirement gathering, developing projects ensuring that the team involved deliver the requests with efficiency and following deadlines.
- Designing a different range of materials as leaflets, billboards, banners, booklets, images for web, social media and others
- Meeting with editors to discuss the content and appearance of the upcoming issue
- Checking with photographers to generate ideas as to the best way to present the work
- Decide on things such as typeface and fonts for magazine's cover and headlines
- Decide how visuals and articles will be tied together
- Solving complicated publication layout issues, such as balancing advertisements with content
- Ensure that the Portuguese and Spanish publications follow the same rules as the English one
- Make sure that the layout follows the UCKG rules



### • ZERO Comm

July 2012 to September 2017 | Sao Paulo - BRAZIL

#### Graphic Designer | Front-End Web Developer JR - FREELANCER

- Designing leaflets, magazines and booklets
- Visual identity
- Development of Newsletter and e-mails marketing
- Finalizing art
- Wordpress CMS
- Web Development (HTML, CSS and JavaScript)



### • Doors Communication

September 2012 – August 2016 | Sao Paulo - BRAZIL

#### Graphic Designer | Front-End Web Developer JR

- Designing leaflets, magazines and booklets
- Visual identity
- Development of Newsletter and e-mails marketing
- Signing of events
- Finalizing art
- Wordpress CMS
- Web Development (HTML, CSS and JavaScript)

• Graphic Designer with a comprehensive experience in a range of activities such as designing different materials like leaflets, billboards, banners, booklets, images for web, social media, marketing campaigns, and trademarks. A strong brand designer professional with sharp skills in art finishing and graphics production.

## LANGUAGES



- Portuguese - Native Speaker
- English
- Italian

## COURSES



2018 • Web Development  
Idea Store - UK



2008 • Art Direction and Layout  
University of Arts Sao Paulo



2007 • Web Designer (Dreamweaver - Flash - Fireworks)  
ACR Info



### • Morya Communication

June 2012 – August 2012 | Sao Paulo - BRAZIL

#### Graphic Finisher

- Designing ads for newspapers
- Assembling and finishing PDV, Banners, Panels and Marketing e-mails
- Image treatment



### • Riff - Advertising and Marketing

May 2011 – June 2012 | Sao Paulo - BRAZIL

#### Graphic Designer | Front-End Web Developer JR

- Designing leaflets, magazines and booklets
- Visual identity
- Development of Newsletter and e-mails marketing
- Web Development (HTML, CSS and JavaScript)



### • Trade - Publishing and Graphic Advice

July 2008 – June 2011 | Sao Paulo - BRAZIL

#### Graphic Designer

- Designing magazines and booklets
- Designing layouts of tabloids and leaflets of the Walmart Group
- Image processing for internal and external client communication pieces.



### • Mídia em Foco - Indoor Intelligence

January 2008 – July 2008

#### Graphic Designer

- Designing leaflets, magazines and booklets
- Visual identity
- Development of parts for internal communication of the environment



### • Avon Cosmetics

December 2006 a December 2007

#### Webdesigner - intern

- Treatment of images and wallpapers used on the Avon website
- Preparation of the material for updating the Virtual Store
- Researching new tools and practices used in the Internet market
- Support in administrative activities in the Internet department
- Development of Avon virtual booklet prototype.