

# Regina Rodrigues Menezes | GRAPHIC AND MOTION DESIGNER

## ACADEMIC BACKGROUND

- **Graduate degree in Production Design in Communication** | Centro Universitário Belas Artes de São Paulo | Aug. 2016 • Dec. 2017
- **Bachelor degree in Graphic Design** | ESPM-SP | Jan. 2008 • Dec. 2011

## QUALIFICATIONS SUMMARY

- **Creation, development and final art** to visual communication in **online** and **offline medias**
- **Creation of layouts, motion graphics and small scripts** to **audiovisual** contents
- Experience in producing **digital publications** (e-pubs) in InDesign software
- Knowledge to **publish** texts and images in **Wordpress CMS**
- Experience in **edit and create basic HTML files** like email marketings

## EXTRA CURRICULAR

- **Digital Marketing** | 15h | Centro Univ. Belas Artes de São Paulo | São Paulo-SP | Sept. 2015
- **Motion Graphics** | 102h | Escola Melies | São Paulo-SP | March • July 2015
- **Study of the Movement in Animation and Illustration** | SESC | São Paulo-SP | March 2015
- **People Management** | 30h | ESPM | São Paulo-SP | Nov. 2014
- **Customer Service in Design Agencies** | 9h | ESPM | São Paulo-SP | July 2010
- **WebDesign** | 124h | Center Cursos | Ribeirão Preto-SP | 2005
- **Drawing comics** | Escola Bauhaus | Ribeirão Preto-SP | 2003

## PROFESSIONAL EXPERIENCE

**BANCO VOTORANTIM** | Feb. 2016 to present

**Senior Graphic Design Assistant**

**Main responsibilities:** Creation, development, editing and updating of communication pieces on and offline for internal and external campaigns, meeting the needs of the Bank's business areas. Also I'm responsible for proposing new tools and / or processes that optimize, streamline and improve the work and the relationship of the creative area with its internal clients.

**SALAD CREATIONS BRASIL** | July 2015 • Jan. 2016

**Graphic Designer and Marketing Assistant**

**Main responsibilities:** Creation, art direction and final art of the semi-annual campaign spring-summer 2015/16. Planning of digital marketing campaigns focused on improvements in the digital presence of the company. Accompaniment and orientation of agency in the creation of campaigns and contents for social networks. Contact suppliers to request budgets and follow up production and delivery of materials. Assistance to franchisees regarding the solicitation of materials for marketing actions.

**VOLLUP** | June 2014 • June 2015

**Graphic Designer**

**Main responsibilities:** Management of the job stream for staff, customer contact (National and International), proposals for new campaigns, production of printed and digital materials and social media management.

**VOLLUP** | Sept. 2012 • June 2014

**Graphic Designer Assistant**

**Main responsibilities:** Adjustments, creation and production of materials for digital campaigns (websites, email marketing, banner ads, content for social networks) and printed campaigns. Main responsible for motion graphics projects.

**LEMONADETV** | Aug. 2011 • Sept. 2012

**Art Assistant**

**Main responsibilities:** Creation and development of layout and motion graphics to audiovisual content.

**ESPM-SP** | Feb. 2010 • Dec. 2010

**Creative Intern at Marketing Department**

**Main responsibilities:** Aid to creative team in the development of graphic works online and offline for the company, events and institutional customers.

**ESPM-SP** | Aug. 2009 • Feb. 2010

**Creative Intern at Central de Cases Department**

**Main responsibilities:** Creation and development of graphic pieces and campaigns of dissemination of the department and layout of academic content.

**PROMO ESPM** | Aug. 2008 • Dec. 2008

**Creative Intern**

**Main responsibilities:** Creation and development of visual identity, graphic elements and merchandising material for companies, NGOs and associations.

## TECHNICAL SKILLS

- **Adobe Illustrator** • **Adobe Photoshop** | ADVANCED
- **Adobe After Effects** • **Premiere** • **InDesign** • **Dreamweaver** • **Animate** | INTERMEDIATE
- **Cinema 4D** • **Final Cut** • **Adobe Audition** • **HTML** • **Action Script** | BASIC

## LANGUAGE SKILLS

- **Portuguese** | Native Language
- **English** | Advanced
- **Spanish** | Basic

## EXTRA ACTIVITIES

- **Fund. Dorina Nowill** VOLUNTEER  
**Aug. 2010 • Aug. 2012**
- **"Dia de Sonho"/ Sonhar Acordado Project** VOLUNTEER  
**2008 and 2009**