

Gabrielly Guedes | UX and Graphic Designer

Talented bilingual (English and Portuguese) graphic designer with 7+ years professional experience in the visual arts and recent completion of a User Experience Certificate Program. Developed content for digital media, social media, print, and brand identity projects. Significant international work history, having worked primarily in Brazil in sports marketing.

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gabriellyguedes.com

PORTFOLIOS

[User Experience](#)

[Graphic Design](#)

AREAS OF EXPERTISE

User Experience Design

Graphic Design

Marketing

Adobe XD

Figma

Sketch

Photoshop

Illustrator

Interaction Design

Prototyping

InDesign

Microsoft Office

EDUCATION

Certification, User Experience
2020 - School of Visual
Concepts, in Seattle.

Bachelor of Arts, Advertising
2013 - Universidade Católica
de Santos, in Brazil.

PROFESSIONAL EXPERIENCE

Graphic Designer

Jan 2014 - Present

Soccer Media Gestão de Imagem e Conteúdo - São Paulo, Brazil.

Develop visual content and strategy for clients. Expand social media presence on platforms such as Youtube, Instagram, and Facebook to boost user engagement. Design, edit and plan digital presentation layouts to bring in new clients and showcase past work. Clients included Brazilian sports teams, musicians, and other organizations.

- Leading member of the design team responsible for ensuring customers received deliverables and were satisfied with the work performed.
- Grew online presence for major Brazilian soccer organizations on social media networks. Palmeiras Sport Club's collaboration with us resulted in growth of their YouTube follower count from 25K to 1.32M while maintaining brand cohesion and high digital standards.
- Supported customer branding goals by updating their content and campaign materials to meet changing market needs and deployed the first professional soccer YouTube channel in Brazil, which now boasts one of the larger followings on the platform.
- Handled all aspects of art, marketing, and graphic design for other organizations, including jersey campaigns, marketing materials and social media accounts.

Graphic Designer Intern

Jul 2012 - Dez 2013

Santos Futebol Clube - Santos, Brazil.

Executed the design and development of new visual media content for the press office, marketing team, and team museum.

- Delivered visual content for the marketing team of a major internationally competitive soccer club.
- Developed branding and logos for the team, along with print campaigns, online content, and general visual strategy.
- Assisted with digital ad campaigns and marketing output in support of driving fan engagement and team market growth.