

# GUILHERME LUVIZOTTO

**CREATIVE DESIGNER | UI/UX DESIGNER | DIGITAL DESIGNER | VIDEO EDITOR**

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EU Citizen

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## PROFESSIONAL SUMMARY

Accomplished UI/UX and Digital Designer with solid experience delivering compelling visual solutions for renowned companies, including CNN Brasil, PwC, and Bradesco (Major Bank). Adept at creating intuitive digital experiences, motion graphics, and branding assets using tools such as Figma, Photoshop, Illustrator, and After Effects. Passionate about transforming complex ideas into clear, visually engaging content that enhances user experience and meets business goals.

## CORE SKILLS

- **UI/UX Design:** Wireframing, Prototyping, User Research, Usability Testing, Responsive Design
  - **Graphic & Digital Design:** Adobe Photoshop, Illustrator, Figma, Adobe XD
  - **Motion Graphics & Video Editing:** After Effects, Premiere Pro, Static Infographics
  - **Branding & Marketing:** Social Media Content, Infographics, Corporate Presentations
  - **Web & Interactive Design:** Landing Pages, Banner Ads
  - **Problem-Solving:** Design Thinking, Data Visualization, Storytelling through Design
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## PROFESSIONAL EXPERIENCE

### Freelance & Professional Development (May 2022 – Present)

Currently working in Customer Service while undertaking a UI/UX Design course at Design Circuit. Moved to Ireland to immerse myself in an English-speaking environment, enhancing my communication skills and gaining fresh perspectives that influence design thinking.

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### Digital Designer (Contract via Flying Fishes) | CNN Brasil & Terra | Brazil | (Jan 2020 – Apr 2022)

Designed and developed digital assets for social media, websites, and infographics, working in a fast-paced news environment for [CNN Brasil \(International News Broadcaster\)](#) and [Terra Brasil \(Leading Brazilian digital media platform\)](#).

- Created engaging social media content, marketing materials, and interactive infographics to support digital storytelling.
  - Developed static and animated assets for website banners, ensuring brand consistency across platforms.
  - Collaborated with video editors, designers, and social media teams to enhance visual content for high-impact publishing.
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## **Digital Designer & Video Editor | Polishop, Brazil (Nov 2018 – Nov 2019)**

Led the development of multimedia content, from digital assets to motion graphics, enhancing [Polishop's](#) (largest multi-channel retail company and e-commerce) marketing and training materials.

- Designed engaging email marketing campaigns, social media assets, and website banners.
  - Created motion graphics and edited promotional videos using Adobe Premiere and After Effects.
  - Designed print and digital signage for in-store promotions, ensuring a seamless visual identity across channels.
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## **Institutional Digital Designer | P3K Comunicação (Leading Creative Agency) | Bradesco (Sep 2015 – Sep 2017)**

Worked on-site at Bradesco (one of the largest banks in Brazil), developing confidential corporate presentations and reports for executive-level meetings and internal communications.

- Designed and formatted corporate reports, annual reports, and financial presentations.
  - Created visual assets for internal communications, ensuring a polished and professional brand image.
  - Provided graphic solutions for data visualisation, improving clarity and impact in strategic reports.
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## **Digital Designer Intern | PwC, Brazil | (Mar 2014 – Jul 2015)**

Gained hands-on experience in branding, print, and digital design within a global consulting environment.

- Designed layouts for presentations, banners, brochures, and infographics to support corporate communications.
  - Assisted in developing signage and print materials for events and office branding.
  - Enhanced corporate reports with visually engaging designs that communicated complex data effectively.
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## **EDUCATION & COURSES**

### **Diploma in UX/UI Design – Design Circuit (2024 - Current)**

- Hands-on experience with user research, wireframing, prototyping, and usability testing.
- Applied user-centered design methodologies to create intuitive and visually appealing interfaces.

### **Bachelor's in Digital Design – UNIFIEO (2011 – 2015)**

- Developed expertise in design principles, digital media, and motion graphics through academic and practical projects.
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## **TECHNICAL SKILLS**

- UI/UX Design: Figma, Wireframing, Prototyping, Responsive Design
  - Graphic & Digital Design: Photoshop, Illustrator, Adobe XD
  - Motion Graphics: After Effects, Premiere Pro
  - Branding & Marketing: Social Media Content, Infographics, Corporate Reports
  - Typography & Layout: Presentation Design, Visual Storytelling
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## **LANGUAGES**

- English (Advanced)
  - Portuguese (Native)
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## **ADDITIONAL INFORMATION**

- Eligible to work in Ireland (EU Citizen)
- Available for freelance and full-time opportunities