

CAROLINE ANDRADE S. RICCI

Multidisciplinary designer creating intuitive and efficient experiences for users

portfolio www.carolines.work

• PERSONAL

Marital Status

Married

Phone number

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LinkedIn

/caroline-andrade/

City

 SÃO PAULO - SP

Country Brasil

Zip code

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• WHAT I SEEK

Graphic design professional creating projects that are useful for people, studying better ways of communicating with users and new concepts that create affinity between the public and brand through branding, design packaging, POS and other communications.

My core is to improve people's lives through design and I want to be part of creating innovative and engaging solutions for these new experiences, **which cause impact for services and products.**

I am also looking for opportunities to create attractive and intuitive interfaces as UX/UI designer.

• SKILLS

My professional experiences make me practice my skills in organization, punctuality, dedication, quick learning, communication with different teams, attention, creativity, research and focus.

Graphic Design: Illustrator · Photoshop · InDesign

Branding: Visual identity · logo design · research brand guidelines · planning

Packaging: Layouts · studies · supervision · research

UX/UI Design: User-centered design · wireframing prototyping · Figma · Double Diamond

• LANGUAGES

Portuguese - native

English - intermediary

• EDUCATION

Bachelors Degree in Industrial Design

University Presbiteriana Mackenzie

Status Completed in July 2015

• EXTRA COURSES

UX design - HOW bootcamp

Status Completed in July 2022

UI design - Design Boost

Status in progress...

• EXPERIENCE

Consolo & Cardinali Design (2022 -)

Graphic Designer and Final Arts

· Branding · Visual Identities · Graphic pieces for mobility · Guide layout · Finalization of projects for production

Beyoung (2019 - 2022)

Packaging designer - Concept

· Development and conceptualization of branding projects · Packaging layouts · Reference search for update and new products · Naming · POS's · Presskits · On and off advertising materials

Development of innovative packaging layouts that increased product visibility and improved the user experience.

Agência Defoco (2017 - 2018)

Digital and Graphic Designer

· On and off advertising materials · E-mail marketing · Posts and social media management · Content for blogs · Editorial planning · Performance reports · Campaigns · SEO · Image manipulation · Labels · Packaging · POS's

Estúdio Newton Medeiros (2017 - 2017)

Designer and Assistant

· On and off advertising pieces · Booklet layout and albums · Photo processing · Studio setup

Bedicê Bolsas (2015 - 2016)

Owner and Designer of purse

· Creation · Trend research · Purchase of materials · Design · Cost spreadsheet · Collection creation · Photo and editing · Social media management · Selling to the public

SPI Play - playgrounds (2014 - 2015)

Projects intern

· Creation of playgrounds with Rhinoceros · Budget · Image editing · Presentation assembly