



CHINA FILHO

DESIGNER

Designer, publicist and teacher, I think and produce design as experience. I have been working in the creative area for over 9 years, with expertise in art direction, editorial design and motion graphics. My focus is internal communication, advertising, education and teaching. In the market, in addition to newspapers and publishers, I served clients such as adidas, Carrefour, Grupo Pão de Açúcar, Toyota and Renault. In the academic area, I have already worked as a teacher of formal basic and technical education, in addition to giving lectures and courses in the areas of creativity and design.

CONTACTS

- +55 (11) 98251-4298
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- Brazil, São Paulo - SP

SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Media Encoder and Xd)
- Digital Publish (e-books formats 2.0/3.0 and Adobe Folio)
- Motion Graphics (Routing and Animation)
- UI Design (Design System, Sketch and Figma)
- Systems (Mac OS, Windows)
- Agile Methodologies

REFERENCES

- Alexandre Ariño** Bend Design CEO
+55 (11) 98503-7384
ale@benddesign.com.br
- Joselma Firmino** Design Cepe Coord.
+55 (81) 9661-0625
joselmafirminosouza@gmail.com

EXPERIENCE

- Megafone Comunicação (SP)**
Creative Analyst 2019 - 2021
Creative design and digital and offline art direction for various pieces of institutional or corporate communication. Creation of KV's for campaigns, motion graphics and compositions of layouts.
- Bend Design (SP)**
Full Designer 2018 - 2019
- Governo do Estado (PE)**
Teacher 2016 - 2016
- Companhia Editora de Pernambuco – Cepe (PE)**
Editorial Designer / UI Designer 2013 - 2018
- Mirai e Tottalle Edições (PE)**
Diagrammer 2013 - 2013
- Arcos Propaganda (PE)**
Finalist art / Jr. Art Director 2012 - 2013
- Jornal Folha de Pernambuco (PE)**
Jr. Creative Assistant 2011 - 2012
- Tribunal de Contas do Estado (PE)**
Trainee Art Direction 2011 - 2011
- UFPE / UNESP**
Master in Visual Arts 2018-2020
- IBRATEC UNIBRATEC**
Specialization in Editorial Design 2016-2018
- UFRPE**
Degree in Visual Arts emphasis on Design 2011-2015
- ETEPAM**
Technician Visual Communication emphasis on Design 2011-2012
- UNINASSAU**
Bachelor Social Communication emphasis on Publicity 2008-2011

