

GABRIELA LUZ

UI/UX, GRAPHIC & MOTION DESIGNER

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ABOUT ME

I am a Graphic Designer with a bachelor's degree from PUC-PR and a graduate degree in UX Design from Mackenzie University. I have a strong experience with graphic, editorial, UI/UX and motion design as well as video editing. I'm skilled with the Adobe Creative Suite, including Photoshop, Illustrator, InDesign, AfterEffects, Premiere and Figma. I also speak advanced English and have international experience in both work and study environments.



EDUCATION

- MACKENZIE PRESBYTERIAN UNIVERSITY** Feb 2023 - Feb 2024
Graduate student in UX Design
- CATHOLIC UNIVERSITY OF PARANA (PUC-PR)** Feb 2012 - Feb 2016
Bachelor's degree in Graphic Design
- FACULDADE MÉLIÈS** Mar 2017 - July 2017
Motion Graphics course



WORK EXPERIENCE

- INDIGO HIVE** (São Paulo/SP - Brasil) March 2024 - TODAY
Designer
Responsible for the creation and development of comprehensive design solutions for a health tech startup, including branding, social media content (posts and videos), print packaging, mockups, app animations, landing pages, brand awareness research and more.
- VIDTECH** (Thousand Oaks/CA - United States) Oct 2021 - TODAY
Video Editor & Motion Designer (Freelancer)
Experience with Motion graphics and video editing for the real estate market.
- ERNST & YOUNG** (Curitiba/PR - Brasil) Apr 2023 - March 2024
Design Consultant
Design consultant on the Running Change team. Experience in creating and developing several graphic communication pieces extremely user focused, so that the changes implemented in companies are made in an empathetic and effective way.
- ROBÔ LAURA** (Curitiba/PR - Brasil) June 2021 - Mar 2023
Graphic Designer
Graphic designer in the company's marketing team with experience in creating and developing many graphic materials for digital and printed communication. Experience in assisting all other teams in the company in the most diverse types of demands involving design.

• **CTRL S COMUNICAÇÃO** (Curitiba/PR - Brasil)

Sep 2017 - Apr 2021

Designer

Experience in creating and developing many digital and printed communication pieces for clients such as OAB-PR, Sócios e Negócios magazine and unions.

• **FREELANCER**

Oct 2016 - Sep 2021

Graphic & Motion Designer

Experience with branding, various graphic pieces (printed and digital), infographics, motion graphics, video editing, UI design (desktop and mobile) and editorial design.

Clients: VidTech.com (Westlake Village, CA, EUA), The Media Group (São Paulo), VIP Magazine (São Paulo), Abril Branded Content (São Paulo), Plena Publisher (Curitiba) and Robô Laura (Curitiba).

• **ABRIL PUBLISHER** (São Paulo/SP - Brasil)

Apr 2016 - Oct 2016

Graphic and Motion Designer at Veja Magazin (temporary)

Designer at Veja magazine (leading weekly magazine in Brazil and second largest worldwide). Experience with editorial design in printed and digital weekly magazines, use of UI design knowledge in digital editions and cover animation. Designer in the special technology issue "Virtual Reality - 30 years of reporting on technology".

Trainee

Feb 2016 - Apr 2016

Participation in the Abril Journalism Course 2016, Abril Publisher's trainee program for journalists and designers.

• **CECIA PROMOCIONAL MARKETING** (Curitiba/PR - Brasil)

Oct 2013 - Oct 2015

Design Internship

Intern in the company's design team, preferably assisting the Thá group in creating and developing digital and printed communication pieces. In addition to helping other designers with several other clients such as Claro, Tim, GVT, Cyrela, Rossi and Coca-Cola.



INTERNATIONAL EXPERIENCES

• **ACADEMIC YEAR IN AMERICA (AYA)**

Sep 2010 - Sep 2011

Junior year in America (Guy Perkins High School).

• **KAKE-JUNSEI SUMMER AMBASSADOR PROGRAM**

June 2014 - July 2014

Junior ambassador in Japan.



HARD SKILLS

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|--------------------------------|----------------------------------|
| • ADOBE PHOTOSHOP - Advanced | • ADOBE AFTER EFFECTS - Advanced |
| • ADOBE ILLUSTRATOR - Advanced | • ADOBE PREMIERE - Advanced |
| • ADOBE INDESIGN - Advanced | • FIGMA - Intermediary |



LANGUAGES

- ENGLISH - Advanced/Fluent • PORTUGUESE - Native



VOLUNTEER WORK

• **DOBRANDO ALEGRIAS PROJECT**

2014

Volunteer at Cajuru hospital and Red Cross hospital.