

ANDERSON ARAUJO

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www.uxanderson.com or, if you prefer, see my LinkedIn profile: www.linkedin.com/in/andersondesigner/

Visual Interactive Designer experienced in print, web, mobile and social media.

Hands-on experience in Graphic Design, 5+ years of UI Design, 3+ years of UX Design.

Industry experiences: media, journalism, advertisement, marketing, retail, services, IT and government.

Look for opportunities to work by using graphic design to improve customer experience.

Comfortable in fast-paced environments with short deadlines and multiple tasks.

Skills Highlights

[Prototyping Technologies](#) - Sketch • Adobe XD • Invision • Front-end (HTML, CSS and Javascript/jQuery)

[Design Principles](#) - style guide • layout • typography • colours • illustration • infographics • photography

[Publishing Software](#) - Adobe Creative Suite: Photoshop, Illustrator, Indesign, Premiere • MS Office

[Platforms for User Interface](#) - Wordpress • Squarespace • MailChimp

[UX methodologies](#) - Ideation • Information architecture • writing • wireframe • mockups

[Graphic Major Tasks](#) - branding • print production • editorial design • infographics • presentations

[Language](#) - Portuguese and English

Professional Experience

[Student Worker / Graphic Designer - Fairleigh Dickinson University \(FDU\) — Vancouver, 01/2019-Present](#)

- Establish a visual identity to events: posters, social media posts and email campaigns
- Work with a team of 3-5 people collaborating to events' organization.
- Work in customer service, assisting new students preparing documentation to the university.

[Graphic Designer - Correio Braziliense \(newspaper\) — Brazil, 07/1998-09/2016](#)

- Coordinated 40+ people in a team in challenging jobs and short daily deadlines of publishing designs.
- Designed the main style guide, 50+ special projects, many pages, infographics, covers and digital pieces.
- Completed the path from novice to a professional — management position for 11 years (Art Editor).

Entrepreneur Experience

[Consultant - Heyboo Design Studio — Brazil, 05/2009-05/2018](#)

- Planned and manage projects for small businesses and its budgets around US\$2,000-US\$60,000.
- Led multi-disciplinary teams of 4-6 people with designers, programmers, writers and videomakers.
- Analyzed architecture information and creates dozens of digital prototypes for websites and mobile pieces.

Volunteer Experience

[Graphic Designer - VAST \(non-profit\) — Vancouver, 06/2018-Present](#)

- Reorganize files of branding. Develop some pieces of advertisement.

Awards

Award of Excellence by Society of News Design. 2000 (two), 2001 and 2009.

Malofiej Awards. Bronze medal in 2002.

Esso Awards (finalist). Editorial Design category, in 2012.

Education | Certificates

Fairleigh Dickinson University (FDU), Vancouver, BC — GPA 3.670

Master Degree with Specialization in Global Technology Administration.

Langara, Vancouver, BC: 02-07/2018. Language of English for Academic Purposes - LEAP.

University of Brasilia, Brazil. Bachelor in Business Administration (B.B.A.) 1998-2003.

Knight Centre of Latin-America Journalism, Texas, USA

Data Visualization for Storytelling and Discovery - 07/2018

Visual Storytelling: Animation and Visualization of Data - 12/2012

Introduction of Infographics and Data Visualization for Journalists - 09/2011

Rock Content, Brazil

Specialist in Advanced Content Marketing - 07/2018

Inbound Marketing - 06/2018

OZI Audiovisual School, Brazil

Mimeses - Digital Painting - 07/2013

Non-linear Video's Editing - 03/2009

Udemy

Invision Studio for UI Designers - 10/2018

Wordpress 2018: Elementor Page Builder - 11/2018

Wordpress Theme Development - 11/2018

UX & Web Design Master Course - 07/2018

Information Architecture - 02/2019

React - The Complete Guide - 03/2019

References

Frank Cohn — Director of VAST

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Fernanda Barros — Assistant Director of Student Services

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