

# ANDERSON ARAUJO

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Portfolio on <http://www.uxanderson.com>

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## Professional Profile

I am experienced in design projects for print and **digital media**. My versatile background is essentially related to editorial design and branding.

I am communicative, self-motivated and with special eyes for details.

## Core Qualification

**User Interface:** prototype, style guide, front-end.

**UX Design:** information architecture, wireframes.

Graphic Design: illustration, infographics, branding, advertisement, video.

## Experience

### VAST, Vancouver — Jun.2018–Present

Presenting concepts for advertisement, presentations and branding.

### Heyboo Design Studio, Brazil — 2009-2018

Developing UX Design to solve marketing and content strategy of clients.

Negotiating projects and budgets with clients.

Coordinating multidisciplinary teams.

Creating flows of projects and developing architecture information.

Prototyping products.

Building logos, packages, books, annual reports, pamphlets and others.

Making visuals for presentations and multimedia.

### Correio Braziliense (newspaper), Brazil — 1998-2016

Designing the main style guide of the publication.

Developing special projects, pages, infographics, covers and digital pieces.

Coordinating the team in challenging jobs and short daily deadlines.

## Awards

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

Malofiej Awards. Bronze medal in 2002.

## Education

Fairleigh Dickinson University (FDU), Vancouver, BC

Master Degree with Specialization in Global Technology Administration.

## Tools and levels

### Advanced

**Illustrator**

**Photoshop**

**Indesign**

Drawing

Photography

Typography

Colors

### Intermediate

**Sketch**

**Xd**

**HTML5**

**CSS3**

Wordpress

Premiere

iMovie

MS Office

Powerpoint

### Basic

After Effects

Javascript

jQuery



**Portfolio**