

# Djulie Ferreira

## LEAD VISUAL DESIGNER

Experienced designer with a creative mindset and passion for design. Adopts a strong approach to creating design solutions from a strong aesthetic sense, an intuitive understanding of brand and interface design. Seeking an opportunity to integrate 14+ years of design experience, including visual design, branding, marketing, web design, leadership, and collaborating in cross-functional teams.

**Portfolio** [portfolio.djulieferreira.com](https://portfolio.djulieferreira.com)

**Linkedin** [linkedin.com/in/djulieferreiradossantos](https://linkedin.com/in/djulieferreiradossantos)

**Email** [hello@djulieferreira.com](mailto:hello@djulieferreira.com)

**Phone** +44 7961 484772

## WORK EXPERIENCE

### Lead Visual Designer / BMI | Times Higher Education

London, UK / Aug 2019 - Present

- Collaborated closely with project managers, developers, and company executives to deliver highly effective design solutions for digital materials and offline campaigns.
- Developed engaging and intuitive user interface designs, style guides, and innovative concepts for a range of online experiences.
- Designed impactful email marketing campaigns on Mailchimp helping to promote international fairs, reaching and engaging a diverse audience of over 37,000 students worldwide.
- Led a team of four designers, guiding them in making strategic design decisions, managing project tasks, maintaining brand guidelines, and fostering a collaborative environment for the team.
- Conducted regular design reviews and provided constructive feedback to team members, resulting in improved design quality and efficiency.

### UX/UI & Web Designer / Freelancer

Remote / Jul 2018 - Present

- Successfully delivered customised websites, landing pages, apps, and brand identities for a diverse client base of over 270 projects.
- Developed visually appealing interfaces and interactive prototypes to validate and refine design ideas.
- Effectively managed and serviced international clients from Brazil, Egypt, India, Turkey, New Zealand, and Indonesia.

### Senior Graphic Designer / NRM International Group

Gurgaon, India / Set 2016 - Aug 2018

- Led the branding redesign of the multi-disciplinary group of companies, improving all communication channels and marketing materials.
- Designed visually appealing property presentations on Power Point, specifically tailored for potential embassies and diplomatic corps, resulting in a significant 24% increase in the rental of properties in the highly competitive New Delhi NCR region.

## ACHIEVEMENTS

### 3rd place - 5º Bornancini Design Award

Category: Digital Design/UI - Student

Project: "HOSTPET: Aplicativo para Adoção de Cães"

Oct 2014

## EDUCATION

### Product Design inc. UX/UI Certificate

Experience Haus London, UK | 2023

### Postgraduate Diploma - UX/UI Design

Unyleya Rio de Janeiro, Brazil | 2019 - 2020

### Bachelor's Degree Graphic Design

UniRitter Porto Alegre, Brazil | 2011 - 2015

## SKILLS

UX/UI Design	Presentation Design
Wireframing	Leadership
Interaction Design	Branding
Front-End	Digital Marketing
Web Design	Email Marketing
Photography	Social Media

## TOOLS

Figma	Power Point
Adobe Illustrator	Excel
Adobe Photoshop	Wordpress
Adobe InDesign	HTML & CSS
Adobe Dreamweaver	Mailchimp
Trello	Active Campaign

## LANGUAGES

Portuguese (native)

English (fluent)

Spanish (elementary)