

MARIA LUIZA DE CARVALHO RODRIGUES

Santos, SP – Brazil (Open to remote opportunities)

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SUMMARY

Multidisciplinary designer with 7+ years of experience in graphic design, with a strong focus on print and digital projects. Expert in crafting packaging, marketing collateral, editorial layouts, and digital creatives for social media and paid media campaigns. Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop) and experienced in developing responsive interfaces. Passionate about creating impactful visual experiences that blend aesthetics, functionality, and user value.

EXPERIENCE

Visual Designer

Pixgaming – Remote | Aug 2023 – Present

- Created logos, visual systems, and brand guidelines
- Developed website interfaces using WordPress with a focus on usability and visual consistency
- Produced animated banners, digital catalogs, and static ad creatives for social media and paid media platforms
- Managed multiple design projects simultaneously, coordinating directly with clients and stakeholders

Freelance Designer

Various clients (Editorial & Events) | Apr 2017 – Present

Clients include: Bardo Editorial, Kotter Editorial, Record Editorial, Forward English Learning, Festival de Teatro de Curitiba, Portal VPM, Malabar Restaurante e Café

- Designed brand identities for startups and cultural institutions, including e-commerce clients
- Developed editorial layouts and covers for books (print and digital), collaborating with Brazilian publishers
- Created promotional materials and visuals for major cultural events, such as the Curitiba Theater Festival (print and digital)

- Designed packaging and product labels, ensuring retail shelf impact and brand consistency, including preparing files for dielines
- Developed visuals for in-store retail display units

EDUCATION & CERTIFICATIONS

- **HTML/CSS Specialization** | Coderhouse – In progress (expected: August 2025)
- **UX/UI Design Specialization** | Coderhouse – May 2025
- **Bachelor's in Design** | Federal University of Technology – Paraná (UTFPR), 2023
- **Associate Degree in Culinary Arts** | Catholic University of Santos, 2007
- **FCE (First Certificate in English)** | Cambridge University / Cultura Inglesa, 2006

HIGHLIGHT PROJECT

Fazenda Urbana - Curitiba City Hall

Academic project developed for a real client during my undergraduate studies. Led the creation of the visual identity and communication strategy for a government initiative focused on sustainability and education.

The project emphasized accessible design for diverse audiences and was implemented in official city materials.

TECHNICAL SKILLS

Figma · Adobe XD · Illustrator · Photoshop · InDesign · Premiere Pro
WordPress · CorelDraw · Google Workspace · Microsoft Office
Zoom · Notion · Trello · Mailchimp · Meta Ads · ChatGPT

SOFT SKILLS

Critical thinking · Communication · Organization · Empathy · Team collaboration · Independent work · Problem-solving · Adaptability · Conflict resolution · Cross-functional teamwork

Bilingual: Portuguese | English