

MAIRA MENEZES

28 years old - Married • São Paulo - Brasil
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Working in e-Commerce for the past five years, I became an expert in design and business quality. My work consists in studying the user experience, design and content. I believe that the product should provide a simple experience and an emotional connection to the user through a good interface. I have excellent interpersonal communication skills. I'm also able to collaborate and actively act as part of a multi-disciplinary team and people management. Passionate about design, photography and fashion.



SKILLS AND SPECIALTIES

- Interface Design (websites and iOS apps)
- Architecture Information
- User Experience
- Art Direction
- Brainstorming
- Branding
- Image Editing
- Direction of Fashion Editorials

EXPERTISE

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- HTML
- Microsoft Office

EDUCATION

Pontifícia Universidade Católica de São Paulo
Communication and Multimedia São Paulo - Brazil
2004 - 2007

EXTRACURRICULAR COURSES

- UX Weekend - SP - 2014
- Interface Mobile - IAI - SP - 2013
- Logic Programming - DRC - SP - 2012
- XHTML and Dreamweaver - DRC - SP - 2012
- Illustrator - DRC - SP - 2009
- InDesign CS4 Basic - DRC - SP - 2009

LANGUAGES

- English - Fluent
- Interchange - Boulder / Colorado / USA
2000 - 2002
- Spanish - Intermediary
- Six months in España Aquí school
2012

BACKGROUND

Visual Designer @ Baby / Dinda
April '13 - Until the moment

Dinda:
Responsible for the website redesign, working directly with Product and Technology team. Graphic Design team coordinator. Responsible for analyzing the quality of the production area, such as improvement of image quality retouching, photography and content.

Baby:
Responsible for the homepage and product page redesign, brand style guide and shooting direction with the celebrity and investor brand, Angelica Ksyvickis Huck.

Art Director @ Claire&Bruce
October '11 - March '13 (1 year and 6 months)

Responsible for all Claire&Bruce visual communication, such as definition of wireframe, styling, banners, emails marketing, shootings and productions for seasonal campaigns.

Graphic Designer (Production / Marketing) @ Privalia
September '09 - October '11 (2 years and 2 months)

- 2009 - Images treatment for web. Using various technical, patterns, framing and imagery needs to reach the target audience - arousing interest in purchasing products online.
- 2010 - Adaptation of brands materials for Privalia's campaigns. Creation of new materials for brands: briefing preparation, concepts, art direction, processing, art finishing. Creation of emails marketing.
- 2011 - Claire&Bruce wireframe and layout.