



Camila Rossi

UX Designer | Graphic and Digital Designer

📍 London, England

Contact

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- 🇧🇷🇮🇹 Brazilian / Italian

Skills

- Research
- Graphic and Digital Design
- Landing Pages
- Branding
- High-level image retouching
- Brand Guardianship
- Project Management
- Marketing
- Typography
- Vectors
- Print knowledge
- Art Direction
- Social Media

Education

- 2022 - 2023
Professional Diploma in UX Design
UX Design Institute
Dublin, Ireland - Remote
- 2013 - 2014
Post Graduate Certificate in Digital Media Management
Birkbeck University
London, England
- 2002 - 2006
Academic Graduation Bachelor's Degree in Graphic Design
Faculdades Metropolitanas Unidas - São Paulo, Brazil

Other Courses

- 2022
Figma - User Interface Design Essentials UX/UI Design - Mobile App and Desktop
Udemy
online
- 2019 - 2020
Level 4 Diploma in Solution Focused Hypnotherapy (DSFH)
Clifton Practice
Hypnotherapy Training

Technical Skills

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



Figma



Shogun - Page Builder



After Effects



Soft Skills

- Communication
- Creativity
- Time management
- Problem-solving
- Openness to criticism
- Teamwork
- Interpersonal skills
- Critical thinking
- Adaptability
- Organisational
- Resourcefulness
- Strong Work Ethic
- Mentoring colleagues

Languages

English - Professional Proficiency
Spanish - Novice High
Brazilian Portuguese - Native

Interests and hobbies

Psychology
Hypnotherapy
Neuroscience
Mental health
Running
Hiking
Nutrition

About Me

An experienced Senior Designer with a deep interest in research and the operational parts of the creative process, the interaction with other disciplines and collaboration with multiple teams to make a project happen. I lead projects and work closely with stakeholders to develop, stretch and refine ideas that create impactful outcomes. A real team player, I am well-rounded, reliable, enthusiastic and have great communication skills.

Experience

- AUG 2019 - current
Graphic Designer
Tech21 - London, England

Working collaboratively with cross-functional teams (Product Design, Marketing, Ecommerce and Global Amazon) to take ideas from concept to execution on multimedia and graphics projects, including website pages, advertising, emails and social media.

Conception and execution of Landing Pages for Desktop and Mobile for the website as well as Marketplaces such as Amazon and Ebay.

Conception and ideation for new product launch campaigns. Implementation of campaigns across web, print and digital media.

Brand guardian - Creative adaptation of assets, translating and adapting print and digital graphics maintaining brand guidelines.

Art direction for Social Media and brand guardianship. Conception of grid posts and stories - implementation of motion graphics for Social Campaigns.

Team support - Managing seasonal freelancers, mentoring colleagues and onboarding new members as the team grows.

Improvement of processes and studio workflow, setting up and implementing systems, templates and guidelines to assist with onboarding of new hires.

Collaborating with the marketing team to establish a Tech21 look and feel tailored to the Amazon marketplace that resulted in an exclusive collection of digital assets for Tech21.

Conception and implementation of layouts for Amazon's Store Front, Product/Range pages and A+ content.
- AUG 2018 - AUG 2019
Designer - Creative Artworker
Vitabiotics - London, England

Conceptual design and artwork for packaging, labels, large/ outdoor formats, promotional posters, editorial ads and digital assets.

Liaising directly with Senior members of the Board during conception and ideation for rebrands of key products such as Menopace, Perfectil and Hair Crush Gummies.
- 2016 - 2017
Freelance Graphic Designer
Freelancing - England/Brazil

Clients include; Somerset House, New Look, Healing Holidays, Isleworth Farmers Market, Franklyfluent, Oliver Sweeney, SUA connections.

Print Design - Stationery, t-shirt designs, promotional posters and pop-up banners.

Digital Design - Newsletters, affiliate/online banners and digital brochures.
- 2015 - 2016
Freelance Graphic Designer
We are Spectacular - London, England

Conceptual design and artwork for the food, drink, travel, lifestyle and hospitality industries.

Artwork for digital; social media, newsletter and web assets.
Artwork for print; packaging, large format and in-store materials for big brands including Fuller's, YO!Sushi, Chop'd and Utility Warehouse.
- 2011 - 2014
Creative Artworker
Foxtons Estate Agency - London, England

Creative artworker for the monthly printed magazine and iPad issue. Image manipulation and marketing collateral.
- 2010 - 2011
Artworker - Print Production
The Walton Street Stationery Company - London, England

Print Consultancy, creating personalized stationery, artwork and pre-press. Dealing directly with customers and suppliers.
- 2006 - 2010
Graphic Designer
Freelancing England/Brazil

Clients include; Caramico Advogados, Liebe, Gemini and Silk school of dance - Brand identity, logos, business cards, posters, brochures and promotional materials.
- 2005 - 2006
Junior Graphic Designer
IDEAZ - São Paulo, Brazil

Editorial projects, edition of files and publishing.
- 2000-2005
Junior Artworker and Retoucher
Burti - São Paulo, Brazil

Image retouching, publishing and editing of files for printing.