

I'm Jaqueline Santos, a multidisciplinary designer with 4+ years of experience based in Brazil. Exploring different areas of design, I use my passion for minimalism to strategically design websites, identities, and visual campaigns.

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UX/UI Portfólio: [View online](#)

(01)

WORK EXPERIENCE

Full Designer, Ideatore Americas

(Jan. 2024 - Present)

Full Time / Ribeirão Preto, São Paulo - Brazil

As part of Tech Squad, I developed campaigns and projects for large multinationals in the area, such as TD SYNEX (Brazil and LATAM), Fortinet, and GFT.

- Through TD SYNEX, I created campaigns for more than 60+ technology vendors such as Microsoft, Google Cloud, AWS, Dell Technologies, Cisco, Lenovo, among others.
- Designed the House of Tech website, a community for IT professionals, creating wireframes and prototypes, focusing on improving the website's usability. The project focused on the LATAM region, reaching 5+ countries.
- Part of the Design Team dedicated to Inspire 2024, TD SYNEX's biggest event in Latin America, developing graphic and digital pieces and the website. The project reached 600+ vendors, becoming the largest audience for the event so far.
- Collaborated with the performance team in creating 5 internal training courses to develop designers from Brazil and Argentina in the areas of User Experience (UX) and User Interface (UI), guiding them on how to use principles of usability, responsiveness and accessibility in projects.

Junior Designer III, Ideatore Americas

(Nov. 2022 - Jan. 2024)

Full Time / Ribeirão Preto, São Paulo - Brazil

Worked on projects for 11+ brands from different sectors, such as veterinary, car dealerships, financial cooperatives, healthcare, restaurants, among others.

- Designed the new institutional website for Biofarm, a company specializing in veterinary technology, creating wireframes, high-fidelity prototypes, and carrying out usability tests.
- Developed the new website for Medicar, the largest mobile ambulance company in Brazil, developing sitemaps, user journeys, wireframes, and high-fidelity prototypes throughout the entire project.

Graphic Designer, com5

(Nov. 2020 - Nov. 2022)

Full Time / Bebedouro, São Paulo - Brazil

Lead Designer for most projects at Instituto Credicitrus, the social institute of Sicoob Credicitrus – one of the largest credit cooperatives in the country.

- Created graphics, digital pieces, and stands for participation in Agrishow, the largest agricultural technology fair in Brazil and one of the largest in the world.
- Led several campaigns, both digital and graphic, for all pillars of the Institute, reaching 15+ million people on digital platforms.
- Enhanced new elements, pages, and visuals for the institutional website, as necessary.



Graphic Designer, com5

(Aug. 2020 - Nov. 2020)

Freelance / Bebedouro, São Paulo - Brazil

- Assisted with the creation of digital campaigns, brand identities, and the production of various graphic pieces, such as billboards, flyers, and stationery items.
- Improved visuals and components for the layout of institutional websites in various sectors, such as agribusiness, real estate developments, and education.

Graphic Designer, OnDesign

(Mar. 2019 - Nov. 2019)

Internship / Bebedouro, São Paulo - Brazil

- Developed graphic and digital pieces, such as event banners and posts for social media, for non-profit organizations, small businesses, and various undergraduate courses at the educational institution.

(02)

EDUCATION/COURSES

Associate Degree in Graphic Design / at Centro Universitário UNIFAFIBE

(2018 - 2019)

Profession UX UI Designer / at EBAC - Escola Britânica de Artes Criativas e Tecnologia

(2024)

Essential Branding Course / at Laje

(2023)

Enterprise Design Thinking Practitioner / at IBM

(2024)

(03)

SOFTWARES

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Figma/FigJam, Microsoft Office Suit, Notion, Jira, Runrun.it, Miro, Unbounce.

(04)

SKILLS

Hard Skills: Branding, Visual Design, Graphic Design, Motion Design, Typography, User Experience (UX), User Interface (UI), Interaction Design, Wireframing, Prototyping, User Research, Usability Testing, User Journey, Information Architecture, Accessibility, Desk Research, Design System (basic knowledge), HTML (basic knowledge), CSS (basic knowledge).

Soft Skills: Design Thinking, Empathy, User-Centered Design, Collaboration with Other Teams, Fast Learner, Effective Communication, Active Listening, Time Management, Curiosity, Flexibility, Critical Thinking, Creativity, Providing and Requesting Feedback, Problem-Solving.

(05)

LANGUAGES

English (Advanced) Portuguese (Native/Fluent)

