NADIA REINIG MOREIRA

Mobile Number: +55 11 992941197
Email Address: nadiaReinig@gmail.com
Web Addresses/ Portfolio: **https://nadiareinig.com.br/**

SKILLS PROFILE

With over 15 years work experience in Multimedia Design, along with well-developed skills in graphic design, web design, interface design, user experience design, animation, programming, editing, typography, print, editorial design, branding, information design, packaging and AI image generator.

An exceptional portfolio of graphic and web design related work from various corporate organisations, along with a 1st honours degree in Graphic Design.

Expert in all Adobe Creative Cloud applications including Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Adobe XD.

Strong working knowledge of interaction design and mobile user experience design, visual design, information architecture, accessibility and web standards.

High knowledge in Figma design tool to create, share, and test designs for websites, mobile apps, and other digital products and experiences.

High knowledge in Html 5, CSS 3, JavaScript, PHP, MySQL, Wordpress, Google Analytics and SEO Search Engine Optimization

Trained in, and have working experience of video /sound editing tools and animation, including Adobe After Effects, Apple Final Cut, Adobe Premier and Adobe Audition.

Exceptional strong eye for detail, ensuring the final product is 100% correct, Have a proven record in managing multiple projects, and allocating priorities where required, Good communication and interpersonal skills (written, verbal and graphical) Have a proven record of establishing & maintaining good working relationships with clients at all levels.

WORK EXPERIENCE

July 2022 to present **Freelance Designer**
Dia Design, São Paulo SP
Editorial Graphic Project for Consumidor Moderno Magazine. Visual identity and AI image generator for Padrão Group. Video editing for Siltomac company products. Produce webpages for Animarte, TM Jobs, Lapiendrius, Petitmarie, Lessence and Coolermaster. Graphic arts and storefronts for the brands: Filla, Lilica e Tigor, Levis e townley. Arts and catalogs for Ceramic Companies.

February 2021 to July 2022 **Multimedia Designer**
Porto Ferreira Ceramic, Porto Ferreira SP
Front end and user experience designer: www.ceramicaportoferreira.com.br. Video editing and motion graphics for social networking websites. Art direction, illustration and photography.

October 2019-December 2020 **Multimedia Designer**
Porto Brasil Ceramic, Porto Ferreira SP
Advertising art direction. Creation of the visual identity of the Panelinha Collection, Rita Lobo. Geo collection video edition, by chef Carlos Bertolazzi. Landing page production for Porto Brasil e-commerce.

June 2018-March 2020 **Digital Media Editor**
Moderna publisher, São Paulo
Digital media editor for educational publishing. Digital publishing of the printed editions in HTML5 on the digital platform. Digital publishing process preparation and control. Responsible for providing an optimization method of workflow for publishing.

December 2015-February 2018 **Digital Media Editor/Art Director**

Macmillan, São Paulo SP
Digital media for educational publishing. Responsible for publishing MEE2, Macmillan Education Everywhere, digital. Websites creation and development: Loop English for Teens and On The Beat. Publishing and Art direction for: Loop, Life Skills and Inside Out.

August 2013-May 2015 **Digital Designer**
Oxford University Press, São Paulo SP
Responsible for creating and developing for mobile applications, e-books and web.
Development of training programs for employees, leadership and team organization.

November 2010 to December 2012 **Web Designer**
Wintechnologies Ltda, London UK
Produce webpages and Prints for Spin Palace Casino, Betway, Mummy's Gold, Cabaret Club, Ruby Fortune, Gnuf and other various entertainment related products.

November 2009 - October 2010 **Art Director**
Aia Worldwide, London UK
Produce websites for Barcap, Thales, Carlsberg and Linklaters.

July 2008 - November 2009 **Film Editor**
Record tv, London UK
Video editing and graphics for Record television programmes.

October 2007 - May 2008 **Motion Graphic Designer**
Play Tv, Sao Paulo SP
Film-making, editing, animation and advertising for music programmes and clients such as Havaianas, nestle and Axe.

April 2005 - October 2007 **Graphic Designer**
Paz Political marketing, Sao Paulo SP
Developing visual identities, graphic interfaces for web, motion graphics and editing for political campaign such as Amazonas Government and Sao Paulo Prefecture.

February 2003 - February 2006 **Internship Graphic Designer**
SENAC University of Sao Paulo, Sao Paulo SP
Technical Support, Graphic Design and experimental Typography for Senac.
Developing visual identities, graphic interfaces for web and multimedia for ADG (Graphic Designers Association) and associated companies.

HIGHER EDUCATION
January 2023 - Present **Educator Licensure and Bachelor in Languages and Literature, Portuguese and English, Faculty of Letters**
SENAC School of Communication and Arts, Sao Paulo SP

Março 2015 - August 2016 **MBA in Project Management**
FGV - Getúlio vargas Foundation, São Paulo SP

January 2002 - January 2006 **Bachelor of Graphic Design**
Grade: First Class Honours (1st)
Senac University of Sao Paulo, Sao Paulo SP

January - December 2012 **Character Design For Animation**
Saint Martins College of Arts and Design, London UK

January - December 2007 **Professional Training Course as Video and Radio Technician**
SENAC School of Communication Arts, Sao Paulo SP

FURTHER EDUCATION

February 2024 (1 hour 47 minutes) **Midjourney: Tips and Techniques for Creating Images**
February 2024 (1 hour 55 minutes) **Using AI Imagery for Illustration and Design**
linkedin Learning, lynda.com

July 2023 (48 minutes) **Figma for UX Design and Figma Essential Training: The Basics**
July 2023 (1 hour 11 minutes) **Designing Accessible Components In Figma**
July 2023 (2 hours) **Lo-Fi to Hi-Fi: Prototyping in Figma**
linkedin Learning, lynda.com

July 2023 (45 minutes) **Figma: create prototypes, create designs**
https://www.youtube.com/@Figma

December 2013 (42 hours)
Dreamweaver CS6, PHP and MySQL
Senac Consolação, São Paulo SP

Setembro 2013-outubro 2013 (40 hours)
PHP Impacta Education and Technology Center, São Paulo SP

Maio 2014 (5 hours 41 minutes) **WordPress Essential Training**
Online video tutorials & training, lynda.com

Março 2014 (4 hours 47 minutes) **Foundations of Programming: Fundamentals**
Online video tutorials & training, lynda.com

January 2014 (4 hours) **WordPress 3.8 New Features** Online video tutorials & training, lynda.com

January 2014 (4 hours) **SEO Fundamentals** Online video tutorials & training, lynda.com

December 2014 (4 hours) **Installing and Running WordPress: MAMP**
Online video tutorials & training, lynda.com

April 2009-june 2009 **Fine Art Foundation** Morley College, London Uk

September 2007 **Digital Video and Audio Cubase**
DRC – Computer Training School, São Paulo SP

August 2006 **3D Animation LightWave** Senac Communication and Arts, São Paulo SP

FLUENT LANGUAGES

English, Spanish and Portuguese
IELTS (International English Language Testing System) score 7