



# JULIANA CAMARGO

Graphic Design & Visual Communications

## CONTACT

647.833.6861  
camargoju86@gmail.com  
[www.jucamargo.com](http://www.jucamargo.com)  
**RGD Member**  
MISSISSAUGA, ON

## EDUCATION

2023 CURRENTLY ATTENDING  
**Google UX Design Professional Certificate (Coursera)**  
2021 GEORGE BROWN COLLEGE  
**Advanced Graphic Design Program**  
2019 COURSERA - CALARTS  
(California Institute of the Arts)  
**Graphic Design Specialization**  
2006- 2013 UNIVERSITY OF  
SAO PAULO - BRAZIL  
**Bachelor's Degree in Architecture**

## TECH SKILLS

- Skilled in Adobe Creative Suite: InDesign, Photoshop & Illustrator
  - Premiere Pro, OpenShot
  - Keynotes & Power Point
  - Figma & UX Design

## HARD SKILLS

- Design Thinking, Design Systems
- Color Theory, Layout & Composition
  - Branding & Graphic Development
- Email Campaign & Audience Strategy
  - Deck Flow Presentations
  - Video Edition & Web Design
- Infographics, Data visualization
  - Project & Time Management

## SOFT SKILLS

- Creativity, Artistic ability
- Communication, Organization
  - Problem-Solving Mind
  - Adaptability, Curiosity
- Team player, Collaboration
  - Open-Mindedness

## ABOUT ME

I help clients create graphics and visual communications that will connect with their audiences. I can design a wide range of assets, from printed flyers, and social media strategy to full digital reports, engaging presentation decks, and email campaigns in order to assist marketing campaigns.

I like to think of the project as a whole, with great project coordination skills, which allow me to create full visual communication strategies and content for different platforms. My goal is to design consistent graphics based on brand guidelines, marketing best practices, SEO, data feedback, and co-workers' critique if available.

With an overall collaborative disposition, I am a dedicated professional who is always open to learning more!

## EXPERIENCE

- 2020** (2,5 years) **SITTI SOCIAL ENTERPRISE - CANADA**  
**Visual Communications Designer**
- Graphics development for digital cross platforms and social media strategy;
  - Creation of Infographics, banners, printed flyers and packaging design;
  - Full 2021 digital Impact Report design, digital catalogs creation and development;
  - Illustration, layout, digital assets for website;
  - Responsible for day-to-day website maintenance, updates, and analytics;
  - Fully responsible for email campaigns, SEO and email segmentation;
  - Responsible for the Marketing Content and Campaign Strategy Calendars.
- 2019** (1 year) **KINETIKA MOTOR PERFORMANCE - CANADA**  
**Graphic Designer - Branding and UX/UI Design**
- Sourcing of auxiliary Imagery;
  - Produced new design concepts for websites and new brand Logo design;
  - Complete brand identity development;
  - Creation of printed flyers, digital banners, and courses pages on Kajabi;
  - Initial social media communications strategy.
  - Marketing strategy focused on the sports industry and biomechanics knowledge;
  - Designed wireframes & builded website platform using drag-and-drop builders;
- 2018** (1 year) **ST. JOSEPH COMMUNICATIONS - CANADA (Contract Full-time)**  
**Creative Associate of Sales & Marketing, & Creative departments - Content Division**
- Ideate/design digital and print pieces in accordance with brand guidelines;
  - Design compelling print and digital promotional material, including signage, and other assets for various partnership events;
  - Collaborated with copywriters and product teams on brand and design execution;
  - Designed white papers and case studies of reference brands;
  - Produced marketing packages and presentation decks for external clients;
  - Assist the overall team by supporting a variety of marketing & sales initiatives;
  - Responsible for the development and maintenance of Library Filling System;
  - Collaborate with cross-functional team members to articulate & execute designs.