



# JULIANA CAMARGO

Graphic Design & Visual Communications

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Mississauga, ON  
RGD Member

## PROFESSIONAL PROFILE

Committed Graphic and Visual Communications Designer with over 5 years of experience working with several companies within different industries. I help clients by creating graphics that will connect with their audiences with clean and branded designs based on their unique storytelling. We live in a world where consumers are bombarded by information from everywhere everyday, so it takes a really good design with a clear message that truly resonates to properly expose and multiply a brand's voices and values to their audiences long term.

I've worked with different companies to develop 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 the project as a whole, where I am able to use my project coordination skills, to create consistent visual communication strategies and content for different platforms. My goal is to design unique graphics based on brand guidelines, marketing best practices, SEO, data feedback, and co-workers' critique if available. With an overall positive and collaborative disposition, I am a dedicated professional who is always looking to learning more!

## EDUCATION

- 2023 COURSERA - GOOGLE - CA (In progress)  
**UX Design Professional Certificate**
- 2021-2022 GEORGE BROWN COLLEGE - CA  
**Advanced Graphic Design Program**
- 2019-2020 COURSERA - CALARTS - CA  
**Graphic Design Specialization**
- 2006-2013 UNIVERSITY OF SAO PAULO - BR  
**Bachelor's Degree in Architecture**

## 3 CORE STRENGTHS

- **Design Thinking, Design Systems:**  
love for the design process as a whole, with a background of creative project development from architecture studio directly to graphic design, where critique is just as part of the ideation process as the actual idea on itself.
- **Quality focus, attention to detail:**  
improved brand inconsistencies through detailed review of full scope of platforms and online presence, with mention from company leadership on my outstanding quality of work.
- **Continuous improvement mindset:**  
formulated SOPs documentation for establishing internal processes and with a problem-solving mindset and pro-active attitude, learned new softwares and found solutions for specific project difficulties.

## SOFTWARES

- InDesign, Photoshop & Illustrator
- Premiere Pro, Figma & Adobe XD
- Keynotes & Power Point

## LANGUAGES

English, Portuguese and Spanish

## EXPERIENCE

### SITTI SOCIAL ENTERPRISE - CANADA (Part-time) 2,5 years Visual Communications Designer

- Designed efficient workflows for project coordination time management;
- Operated email campaigns and audience strategy with proper segmentation;
- Handled website maintenance, SEO, and analytics;
- Led the Marketing Content and Campaign Strategy Calendars;
- Delivered the 2021 Impact Report, and 4x digital catalogs design;
- Designed Illustrations and infographics (data visualization);
- Implemented social media strategy, created graphics for social, web, and print;
- Collaborated and facilitated results, while getting the best out of others.

### KINETIKA MOTOR PERFORMANCE - CANADA (Part-time) 1 year Graphic Designer - Branding and UX/UI Design

- Designed wireframes & high fidelity prototypes for website development;
- Established brand identity including new logo design;
- Created deck flow presentations and implemented user experience design on website;
- Assisted marketing strategy focused on the sports and biomechanics industry;
- Ensured free auxiliary Imagery & prepared video edition;
- Created printed flyers, digital banners, and course pages;
- Developed initial social media communications strategy.

### ST. JOSEPH COMMUNICATIONS - CANADA (Contract Full-time) Creative Associate of Sales & Marketing, & Creative departments

- Achieved highly curated graphic design with the Corporation's Brand Guidelines;
- Designed white papers and case studies of successful reference brands;
- Created marketing packages and presentation decks for external clients;
- Implemented the Library Filling System for the Sales & Marketing department;
- Designed compelling print and digital promotional material, including signage;
- Connected with stakeholders using empathy and influence.

## KIND WORDS from Noora Sharab - CO-founder & CEO of Sitti Social Enterprise

"Working with Juliana for the past 2.5 years has been an absolute joy. Watching her drive for growth and passion for learning has been really inspiring as I've seen her push herself beyond her comfort zone to learn new things and develop and enhance her skill sets to excel and excellently delivery and perform in her day-to-day work. I absolutely recommend Juliana as a flexible teammate that has excellent communication skills and is able to express herself visually and creatively through her work. In the course of her tenure with Sitti, she's really adapted the company's brand identity and been able to communicate it through visually through social media, email newsletters, online web presence and much more." (May, 2023)