

## RAPHAEL ANGELIM

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### GRAPHIC & BRAND DESIGNER | WEB DESIGNER

Bilingual (English and Portuguese), passionate, reliable and creative graphic and web design professional. Solid experience articulating and pitching design concepts to clients, art directors and others. Developing, designing and producing graphic art that satisfies a creative brief. Selecting colours, fonts, photographs, layouts and other design elements to communicate creative concepts. Solid experience in meeting tight deadlines and staying within budget. Collaborating with art directors, branding experts, front end developers, marketing, content and other professionals to create media. Expert in designing web page layouts and templates. Producing design assets for use in social media and marketing channels. Developing and maintaining consistent branding. Utilize data and analytics in making design decisions. Create and maintain a database of design assets.

#### TECHNICAL SKILLS

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- UX, HTML, CSS, JS, Vue, WordPress, Drupal, Shopify, PHP
- Motion Graphics: 3D, rotation, full video, transitions
- Video Production: all-round video professional from set/lights/audio set-up to filming to post-production: Premiere Pro, Final Cut Pro, Camtasia
- Photo Shooting: all-round photo professional from set/lights set-up to shooting to post-editing.
- Photoshop, Lightroom, camera setting
- Infographics, vectors, png, jpg, psd
- Illustrator, Affinity Designer, PowerPoint

#### KEY ACCOMPLISHMENTS

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- Reviewed the video editing and screen casting processes and managed to reduce video turnaround time by almost 50% for training videos aimed at PluralSight - <https://pluralsight.pxf.io/dataprepjava>
- Successfully built the company's web design page from scratch, managed the social media channels, created YouTube videos including institutional and clients' interviews. Those initiatives increased the number of followers and clients by 40% - <http://www.realizeintercambio.com>
- Proudly created an upholstery web design page to demonstrate the evolution of the product "before and after". This strategy helped to increase sales by 30% - <https://tapeccarialidersuzano.com.br>

## CAREER PROFILE

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**REALIZE INTERCAMBIO** – *Canadian company specialized in study abroad programs.*

**Graphic Designer and Web Developer**

Aug/2014 – Present

Responsible for web designing, brochures, logos, signs, annual reports, advertisements, and other communication materials. Creating illustrations, pictures, and designs to reflect the desired corporate brand and themes. Liaison with external designers and illustrators to guarantee a consistent effective result. Understanding marketing strategies to plan how to correctly manage social media accounts, including web pages.

**MOODS DESIGN** – *UK small designing business. Highly experienced team who love what they do and put their heart and soul into every project.*

**Video Editor** (freelancer)

Sep/2019 – Present

Responsible for reviewing raw material to determine shot list for the technical video. Manipulating film and video footage using modern editing techniques. Maintaining continuity while moving shots according to scene value. Trimming footage and putting together the rough project. Inserting dialog, sound effects, music, graphics, and special effects. Creating the final cut for broadcasting.

**ALGONQUIN COLLEGE** – *An institution focused on being a global leader in personalized, digitally connected, experiential learning.*

**Professor's Assistant – Web Design & Web Development** (contract)

Jan/2020 – Apr/2020

Responsible for providing academic support to students in Web Design & Web Development courses. Teaching and supervising undergraduate students. Providing demonstrations and supervising experiments and investigations. Answering questions in class or via email. Attending faculty meetings and voicing concerns and providing suggestions for improvement.

## EDUCATION

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Interactive Media Design Diploma  
Algonquin College, Canada

2020