

RICHARD CARVALHO

GRAPHIC DESIGNER • BRAND DESIGNER

📍 Clementina Kulik, 301 • Curitiba, BRA

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PROFILE

I'm a Brand/Graphic Designer with 17 years of experience in design. My purpose is to make a positive impact on people's lives by creating the best experience through branding tools and interdisciplinary teamwork.

I have a solid background, from Graphic Design to Marketing Design. This includes extensive participation in the marketing department, what helped me to develop the best design strategies (from the concept to the prototypes and production), collaborating closely with other designers, company directors, sales team, product owners, agencies and retailers.

SKILLS

- Brand Design
- Graphic Design
- Design Thinking
- Presentation Design
- Visual Design
- Package Design
- Marketing Plan
- Social Media Design
- UX Design

TOOLS

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Google Tools

EDUCATION

Advertising Bachelor

Jun/2001 - Jul/2005

🎓 UniCuritiba

Graphic Designer Certificate

Jan/2008 - Dec/2008

🎓 Lemon School

Branding MBA

Apr/2010 - Apr/2011

🎓 Universidade Positivo

User-Centered Design Extension Course

Nov/2023 - Dec/2023

🎓 PUC-RS

EXPERIENCE

Heads Propaganda

Jan/2004 - Jun/2004 (Curitiba, BR)

- Internship in all areas of the advertising agency.

Positivo Tecnologia

Aug/2004 - Oct/2015 (Curitiba, BR)

- Started with an internship contract to work with a retail team developing product presentations with a sales approach. Also, developed e-mkt campaigns for the sales team.
- Promoted to Graphic Designer; developed POP and packaging materials for our business partners.
- As Head Designer, had full participation in the creation of the marketing department, being responsible for campaigns alignment from in Brazil to companies such as **Disney, Discovery Kids, Activision/Blizzard, Konami Entertainment and Capcom Entertainment.**

Faculdades Pequeno Príncipe

Jul/2017 - Mai/2021 (Curitiba, BR)

- As a member of the Marketing team, was responsible for developing brand best practices. Focused on implementing design strategies in line with marketing objectives.
- Aligned with the e-learning team adjusting the KV company to a new digital platform.
- Responsible for developing and approving advertising materials and social media

Brand Designer Consultant

Mai/2021 - Dez/2022 (Curitiba, BR)

- Provided a Brand Design Consultancy helping small and medium-sized companies. Also, worked with advertising agencies focused on brand development and maintenance.

Vez Comunicação Estratégica

Jan/2023 - Jul/2023 (Curitiba, BR)

- Development of advertising materials (ON/OFF) for our clients.
- Evaluate design performance with clients feedback and sales data.
- Responsible for the Agency Design strategy.

Sofia Health

Fev/2024 - (San Francisco, CA - REMOTE)

- Create personal profiles within the Sofia Health Platform for customers.
- Creation of Marketing materials such as Social Media, Brochures, Flyers.
- Responsible for creating presentations and sending content to sales teams.