



FELIPECAROE

Felipe Amorim Albuquerque de Oliveira

UI/UX DESIGNER
BRANDING SPECIALIST

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Career Interests

UX Design	E-Commerce
UI Design	Branding
Creative Planning	Marketing
Art Direction	Consulting
Brand Strategy	Sales

Languages

Portuguese	:: Native Proficiency
English	:: Fluent
Spanish	:: Fluent
German	:: Instrumental

Personal Information

Marital status	:: Single
Nationality	:: Brazilian
Date of Birth	:: 10/12/1985
City of Birth	:: Recife / PE
Current City	:: Porto Alegre / RS

Hobbies

Music	:: Amateur singer
Videogames	:: Role Playing Games
Boxing	:: Trad & Chinese
Movies	:: Thrillers & Series

About

Creativeness and planning combined

Before becoming a graphic designer and brand manager, I started developing websites from scratch at age 12, back in 1998.

Nowadays I specialize in strategically planning positive experiences between brands and their target audience.

Experience

2014 - 2019

Brava Digital

FOUNDER / CREATIVE PLANNING DIRECTOR

I founded this great company with the purpose of supporting small and medium businesses in the construction of strong brands.

2015 - 2016

Linx Commerce (DC6)

MARKETING CONSULTANT

As an external consultant, I led the marketing department to support the sales team by applying inbound marketing strategies.

2012 - 2014

Pipe Digital

FOUNDER / CREATIVE VICE PRESIDENT

I managed this young agency along with three other partners, and was responsible for operations, accounts and creative processes.

2011 - 2012

EZ Commerce

MARKETING COORDINATOR

My greatest experience with ecommerce was on this giant brazilian SaaS platform, on both marketing and sales department.

2010 - 2011

Capella Design

INTERNET CREATIVE MANAGER

On my first experience in management I faced the challenge of successfully bringing this great graphic design company to the digital world.

2009 - 2010

Casullo

UI / UX DESIGNER

As UI and UX designer at Casullo I developed dozens of content-oriented interfaces, as well as planning digital presence strategies.

2008 - 2009

Olinda City Hall

WEB DESIGNER & DIGITAL MEDIA ADVISOR

I was responsible for all communication designs as well as advising the mayor and his staff on media and digital platforms.

2007 - 2008

CESAR Innovation Institute

WEB DESIGNER

2007

NUTES-UFPE

6 MONTHS DESIGN INTERNSHIP

2006

AQUATIC MAMMALS FOUNDATION

8 MONTHS DESIGN INTERNSHIP

Additional Courses

Artistic Drawing

ATELIÊ ANDALUZ
2004

Web Development

UFPE
2006

Branding and Culture

André Stolarski / Tecnopop
2006

Conferences

6th Regional Design N/NE

João Pessoa - PB - Brazil
2008

8th Regional Design SP

São Paulo - SP - Brazil
2008

18th National Design AM

Manaus - AM - Brazil
2008

17th National Design AM

Florianópolis - SC - Brazil
2007

Lectures Given

Branding and Visual Identity of Events

6th Regional Design João Pessoa
2008

Design and Society

6th Regional Design João Pessoa
2008

Creative Processes in Brand Management

2nd State Design Pernambuco
2008

CMS and Web 2.0 the new contents

3rd State Design Pernambuco
2009

Branding and designers

UniRitter
2011

Branding and Internet

FAL Caxias do Sul
2014

Internet Branding for SMB

SEBRAE RS
2015

Internet for brand awareness

FGV - Faculdades Getúlio Vargas
2015

Opportunity Generation

Fundatec RS
2016

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Academy and Lectures

Practicing while learning

Throughout the university period I shared my attention with extracurricular activities, which continued when I started my professional career - although from then on I was both on stage and in the audience.

Education

2010 - 2011

Branding / Brand Management

PUCRS GRADUATE STUDIES

2005 - 2008

Graphic Design

UFPE BACHELOR'S DEGREE

2004 - 2006

Web design and Computer Graphics

UNIBRATEC TECHNICIAN DEGREE

Technical skills



ADOBE XD, PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE



WORDPRESS DEVELOPING, CONTENT MANAGEMENT, SETTINGS



MICROSOFT OFFICE WORD, EXCEL, POWERPOINT, POWERBI



DEVELOPING HTML5, CSS3, JAVASCRIPT, PHP



Brands I have worked with

