



## Alexandre Perez

### Art Director | Product Designer

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## Skills & Tools

### Design & Creative Skills:

Art Direction, Product Design, UI/UX Design, Interface Design, Design Thinking, Presentations, Animation, Image and Video Editing, Photography.

### Marketing & Development Skills:

Email Marketing, Front-End Development, Artificial Intelligence.

### Tools:

Photoshop, Illustrator, Figma, InDesign, After Effects, Premiere, Dreamweaver, HTML/CSS, WordPress, Midjourney, ChatGPT, Runway.

## Education

### Fluency Academy

- English – Professional Level  
In Progress

### Universidade Nove de Julho

- Advertising and Marketing  
Completed: June 2011

### Udemy

- Design Thinking  
Completed: October 2024

### Udemy

- Figma | UI Design  
Completed: October 2024

### Senac

- Photography Course  
Completed: December 2019

### Senac

- HTML/CSS, Fireworks, Dreamweaver, and Flash  
Completed: December 2010

### Impacta Tecnologia

- Photoshop, Corel Draw, Creation and Design  
Completed: December 2008

## Profile

Art Director and Product Designer with 18 years of experience leading creative campaigns for e-commerce, e-learning, and TV. Expertise in UI/UX design, prototyping, wireframing, user-centered design, and cross-functional collaboration. Advanced proficiency in tools such as Photoshop, Illustrator, After Effects, and Figma, driving innovation and delivering measurable results in high-impact creative projects.

Explore more projects and case studies at:

[www.alexandreperezdesign.com](http://www.alexandreperezdesign.com)

## Key Highlights

- **Featured in Photoshop Creative** (edition 146) for expertise in Photoshop.
- **Recognized by Bored Panda** for "What People See, What I See".
- **Highlighted on Faber-Castell Inspiriarte** for outstanding Pixel Art.
- **Featured** on platforms like **Fotogramas**, **The Joith**, and **Eyes Never Lie Chico** for projects integrating Artificial Intelligence into digital art.
- **Artwork** shared by personalities like **Nathalia Arcuri**, **Matheus Nachtergaele**, **Gracyanne Barbosa**, **Supla**, and others.

## Professional Experience

### SBT

#### Graphic Designer | August 2021 – Present

- Led Content Design for +SBT and SBT Vídeos, growing the Instagram account to over 600,000 followers. Created 300+ posters and animated packages, strengthening brand identity and engagement across TV, email marketing, and digital channels.

### Younder EdTech

#### Graphic Designer | August 2019 – October 2020

- Designed courses and visual identities for Younder, reducing workplace accidents by 15% through Urban Mobility training. Led art direction for internal and third-party projects, ensuring consistent quality and branding for Tecnowise Group.

### Telefônica

#### Graphic Designer | March 2018 – August 2019

- Developed online courses, visual identities, and animations for e-learning projects.

### Affero Lab

#### Graphic Designer | January 2017 – January 2018

- Developed courses, infographics, and print materials for clients like Itaú, Brastemp, and Consul, boosting employee engagement on learning platforms by 30% through innovative designs.

### GP Mídia

#### Web Designer | March 2016 – January 2017

- Developed performance campaigns for Grupo Recovery and Casa Show, including landing pages, email marketing, banners, and display ads for Google and Meta.

### New Blue

#### Art Assistant | September 2014 – March 2016

- Created campaigns for Hering, Eletrosom, and Angeloni, increasing email conversion rates by 25% with targeted designs for Google and Meta ads, email marketing, and banners.