

Camila Tridapalli

Graphic Designer / Creative Director

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Balneário Camboriú, Brazil 
(open to relocation on a global level)

With +10 years of experience as a Graphic Designer, I'm communicative person with thirst for innovation, curious, passionate about fashion and attentive to trends. Proactive, I seek to solve problems with creative thinking and multidisciplinarity. I'm detail-oriented, adapted to fast-paced projects, prefer to work within a good motivated team and I also like to get out of the routine to learn something new. **I have a strong enthusiasm for influence, guiding, inspiring and encouraging others.** With that in mind, I want to be in places with diversity, where people also think about the future!

Qualifications & Skills:

- Advanced knowledge of Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, Premiere, Lightroom, Adobe Bridge
- Experience with Spark AR (for Instagram filters)
- Since 2015 performing as graphic designer inside fashion brand's marketing departments
- Extensive knowledge and experience in digital and print medias
- Skills in video editing, motion design and image treatments/ photo retouching
- Experience with renowned companies such as Coca-cola, Triton (Fashion brand), UNIVALI - University of Vale do Itajaí and Carpintaria Studio
- Notion and practice with OOH (Out of Home) materials
- Creative direction within projects and participation in the creation of fashion campaigns, attentive to maintain the brand standards
- Branding development and deployment
- HTML + CSS
- Understanding of UX/UI
- Practice in working across digital + print platforms and transition files into final production-ready designs
- Studying AI constantly
- **Experienced in leading creative processes, managing timelines, and guiding external collaborators in multidisciplinary projects.**

Work experience:

Graphic Designer - Freelancer

2017 - Now

- **Lead multidisciplinary creative projects by developing concepts, coordinating graphic/digital/ audiovisual execution, and managing timelines, clients, vendors and final assets.**
- **Develop and optimize creative workflows for efficient production and team alignment.**
- Social media marketing strategy; scheduling posts; arts, video editing and motion design; subtitling; Performance and results report;
- Development of marketing strategies and branding;
- Fashion catalogs / lookbook;
- OOH/Trade materials such as banners, billboards, promotional mobile, etc.
- Image treatment / photo retouching (color, beauty, lighting, adaptation to formats);
- Stationery (business card, flyers, posters, plotting, merchandising material, etc)
- Video editing / Motion design;
- Design costume Instagram Filters;
- Email campaigns and design, websites, landing page, performance media (paid social/banners), e-commerce materials...

AMC Textil - Coca-Cola Jeans and Triton

Graphic Designer in the Marketing team for Triton and Coca-Cola Jeans (Coca-Cola's official fashion brand)

2019 - 2021

- Social media, including video editing/motion design;
- Layout of fashion catalogs / lookbooks;
- Assistance on marketing / sales strategies;
- OOH (Out of Home materials) and Trade marketing;
- Creation of visual identities for sales representatives, fashion and marketing campaigns;
- Support to the e-commerce department – materials for the virtual store and performance media (paid social/banners);
- Management and supervision of work and projects with outside contractors;
- Image treatment (colors, beauty, lighting, adaptation to formats);
- Assistance and art direction in shooting campaign;
- Closing files to print;
- Always following the brand standards and guidelines of Triton and Coca-Cola, but bringing trends that could add;
- **Supported creative management across fashion campaigns, ensuring brand consistency, coordinating multi-channel deliverables, and co-leading the entire Winter 2021 Coca-Cola Jeans campaign.**

Dani Müller Studio

Graphic Designer

2017 - 2019

- Social Media (strategy development, posting schedule, agenda creation, audience interaction, static posts and videos, Date analysis and results);
- Digital and printed fashion catalogs;
- Shooting and editing fashion videos;
- Image treatment (adjustment of color, beauty, lighting, adjustments of clothing after pic, cutout & reshape product image, formats adaptation, etc.);
- Assistance in creating concepts for fashion campaigns;
- Closing files to print;
- **Assumed responsibility as the responsible lead in the owner's absence, managing the team, deadlines and high-impact deliverables while ensuring continuity, quality and client satisfaction.**

Carpintaria Studio

Graphic Design Internship at the Social Media department

2015

- Social media for clients;
- Creation of strategies and posting agenda;
- Interaction with the public;
- Posting scheduling;
- Community management;
- Conducting sweepstakes and contests;
- Crisis management;

University of Vale do Itajaí | UNIVALI

Graphic Design Internship at the Marketing department and "Research and Innovation for Design" department

2014 - 2015

- Customer and student service;
- Basic webdesign for building a website for events;
- Support in the university's internal communication;
- Assistance in updating social media;
- Service and development of materials for other units and internal departments of the company;
- Content for social media (post planning, art creation, and caption writing);
- Follow-up with the results;

Academic Qualification:

Bachelor in Graphic Design - University of Vale do Itajaí | UNIVALI

Graduation

2012 - 2015

Barão do Rio Branco School

Elementary and High School

2000 - 2011

Education and Qualification:

Instagram Strategy for Business Growth

School: Domestika | Professor: Dot Lung

Date: 2021 | Duration: 1h25m

Brand Identity Design

School: Domestika | Professor: The Negra

Date: 2021 | Duration: 1h45m

Canva Class

Professor: Jade Lanzoni

Date: 2021 | Duration: 7 hours

How it is Overseas

School: Miami Ad School

Date: 2020 | Duration: 9 hours

Digital Marketing and Social Media

Professor: Camila Renaux

Date: 2018 | Duration: 14 hours

HTML e CSS

School: Codecademy

Date: 2014 | Duration: 7 hours

Adobe Premiere

School: ProWay

Date: 2014 | Duration: 20 hours

Cinematographic Script

School: ProWay

Date: 2014 | Duration: 20 hours

Adobe After Effects

School: ProWay

Date: 2014 | Duration: 20 hours

Pixel Show Conference in São Paulo

Zupi

Date: 2013 | Duration: 16 hours

Graphic Design

School: Yesbras

Date: 2013 | Duration: 56 hours

Corel Draw

School: Yesbras

Date: 2013 | Duration: 36 hours

Adobe Photoshop

School: Yesbras

Date: 2013 | Duration: 36 hours

Adobe Illustrator

School: Microway

Date: 2012 | Duration: 12 hours

English – Toronto, Canada

ILAC - International Language Academy of Canada

Date: 2010 | Duration: 4 weeks

Oratory

School: Barão do Rio Branco

Date: 2010 | Duration: 40 hours