

Andreia Ferraz

St. Augustine, FL | 857.526.1675 | hello@andreiaferraz.com | Portfolio: andreiaferraz.com

Senior Brand Designer with 15+ years of experience in **branding, typography, color, layout, usability, and design systems**. Expertise in **human-centered design, UI/UX design principles, and visual storytelling**. Current with **design trends** in both **B2B and B2C tech industries, mobile, and web**, ensuring **innovative and impactful creative solutions**. **Effective communication and teamwork** across **creative agency and in-house teams**, with success in **fast-paced startups, B2B industries, and remote work environments**. Proficient in **Figma, Adobe Suite, Asana, Slack, Wrike, and AI tools (ChatGPT, Adobe Firefly, Jitter, Freepik AI)**.

Experience

Senior Brand Designer

DISRUPTIVE, FL · REMOTE

MARCH 2025 - PRESENT

Design daily for Orlando Health, one of Florida's largest healthcare systems, crafting compliant brand assets and leading high-impact campaigns, plus other agency projects.

Brand and Visual Designer

BABCO DESIGN SERVICES, CA · REMOTE

JUNE 2024 - JANUARY 2025

Spearheaded visual brand strategy, designed collateral, infographics, and social media assets, crafted pitch decks for Silicon Valley tech companies, and developed a social media design system to boost brand visibility.

Art Director

3NOS AGENCY, BRAZIL · REMOTE

NOVEMBER 2021 - APRIL 2024

Led brand identity for 100+ global brands, designing high-impact campaigns that increased engagement by 20%, integrated UX/UI elements for better experience, and collaborated with clients to align strategies for launches.

Visual Designer

FAMILY CHURCH, FL · REMOTE

APRIL 2021 - OCTOBER 2021

Designed Social Media Content Strategy that boosted engagement, brand visibility, and audience growth.

Presentation Designer

ANNAPURNA SOLUTIONS, TX · REMOTE

NOVEMBER 2020 - MARCH 2021

Redesigned app presentation and led strategy, using data visualization to secure investments for a sustainability-focused tech company.

Art Director

3NOS AGENCY, BRAZIL · ONSITE

JULY 2015 - JANUARY 2020

Led multi-platform branding, managing corporate identity across web, mobile, print, and digital channels.

Brand Designer

CHROMOS SCHOOL AND COURSES, BRAZIL · ONSITE

JULY 2010 - JANUARY 2016

Led large-scale marketing for 11 units and 500+ collaborators, managing a \$300K budget and expanding the brand with five new branches in Southeastern Brazil.

Education

- Postgraduate in **Design for Small Businesses**, Universidade do Estado de Minas Gerais (Brazil) 2014 - 2015
- Bachelor's Degree in **Graphic Design**, Universidade do Estado de Minas Gerais (Brazil) 2008 - 2011

Certifications

- **Foundations of User Experience (UX) Design**, Google 2024
- **Business**, Computer Systems Institute (Boston, MA) 2019 - 2020
- **Adobe Photoshop, Illustrator, Indesign**, APEC Institute (Brazil) 2012