


CAROLINA ABREU.

**motion designer, art director
illustrator, graphic designer**

 www.carolinabreu.com

 /carolina-abreu

 hi.carolinaabreu@gmail.com

 Vila do Conde, Porto - Portugal

Senior Visual Designer and Illustrator with specializing in motion design, branding, and web design. Proven ability to lead design projects for global brands, turning complex ideas into clear, impactful visuals. Skilled in illustration, creating high-quality graphics and videos across various platforms, from digital content to print media. Passionate about blending creativity with business goals to craft engaging, brand-defining experiences. In my personal life, I prioritize my well-being and enjoy physical activities, which fuel my creativity and work ethic.

KEY SKILLS

Motion graphics, Animation, Video editing
Branding, Identity design
Illustration, Digital art
Typography, Layout design
Web, Mobile design
UI/UX Design, Wireframing
Design thinking, Problem solving
Project leadership, Team collaboration
Time management, Organization
Attention to detail, Adaptability

Honors & Awards

New York Festivals 2021
Shortlist Student Direct & Collateral
Shortlist Student Positive World Impact

Dean's List
Fall 2015, Winter 2016, Spring 2016

Languages

Portuguese _ native Spanish _ intermediary
English _ advanced French _ basic

Education

Miami Ad School

Rio de Janeiro, Rio de Janeiro, Brazil
Postgraduate degree in Art Direction 2019 - 2021

Escola Superior de Desenho Industrial - ESDI/UERJ

University State of Rio de Janeiro, Rio de Janeiro, Brazil
Bachelor of Graphic Design 2012.1 - 2017.2
Bachelor of Product Design 2012.1 - 2017.2

Savannah College of Art and Design (SCAD)

Savannah, Georgia, USA
Exchange student by Brazil Scientific Mobility Program (BSMP)
Motion Media Design Fall 2015 - Spring 2016

Work Experience

2022

Ago./ Present

Owner & Creative Director

Tatuei studio
_Brand Development, Identity creation
_Marketing and Social Media management
_Project, Team management
_Client engagement experience
_Content Creation, Graphic design

2021

Apr./ Jan 23

Senior Art director

Draftline RJ/ES | AMBEV
_Branding, design: Worked across multiple brands.
Led the rebranding project for one of the brands on social media, increasing audience engagement.
_Motion design, Illustration, Graphic Design
_Campaign Development
_Cross-functional collaboration to ensure successful project delivery, deadlines and achieving objectives.
_Content Creation, Digital, Print media, Offline media
_Design team leader, time management.

2021

Apr./ June

Art director

Publicis / Partnership program Miami Ad School
_Campaign Development, Brainstorming, Presentations and Defense. Branding, design graphic. Motion graphics

2019

Apr./ Mar. 21

Web Designer, Motion Designer

B2W Digital - Shoptime Group
_Motion graphics
_Campaign, Key Visual, Webdesigner: Developed key visuals for online campaigns, as well as digital assets and wireframes for the Website (desktop, mobile) and App.
_UX/UI: Contributed to improving the customer experience on the App, identifying user behavior to enhance app functionality and usability.
_Email Marketing, Team collaboration
_Editorial, Photography direction in photo shoots and creation the editorial and graphic design of the brand's exclusive product magazine.
_Team support, assist in managing workflow.

2017

Sep./ Mar. 19

Illustrator, Graphic Designer, Motion Designer

Spin, Learning by Design
_Interactive Presentations for corporate training
_Motion graphics, Illustration
_Graphic design, Infographics, Editorial

2017

Jan./ Sep.

Motion Designer

SKIDUN Agency
_Motion graphics, Graphic design, 3D, online media

2016

Aug./ Jan. 17

Internship Graphic, Motion Designer

K2L Artistic Agency
_Motion graphics, Graphic design, online/print media