

# SUELEN FELIX

GRAPHIC/DIGITAL DESIGNER

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## PROFILE

I'm a graphic/digital designer, and creative thinker based in Chicago. I work with local and international clients in a variety of industries. I'm highly motivated and passionate about fashion, beauty, art, design, and technology. I have gained experience in developing digital design experience and visual identities for over 11 years.

## PERSONAL SKILLS

I am able to multi-task with strong communication skills, creative thinking, and very detail-oriented. I also have the ability to work independently or as a team.

## EDUCATION

**Bachelor of Marketing & Advertising**  
Centro Universitário  
Anhanguera de São Paulo  
January 2009 - December 2012

## TECHNICAL SKILLS

Photoshop



Illustrator



InDesign



Animate



Figma



HTML/CSS



After Effects



Microsoft Office



Mac OS



Wordpress



## WORK EXPERIENCE

**FREELANCER WEB/GRAPHIC DESIGNER** / August 2014 - Present  
**Abroad Branding & Design Solutions**

As a freelance graphic designer, I work with local and international clients from a wide variety of industries. In order to understand the company's business and goals, I collaborate directly with stakeholders, CEOs, marketing, and developers. In addition, I manage a variety of print and digital projects such as brand style guides, logos, web banners, websites, landing pages, sale sheets, brochures, stationery, photo retouching, and optimizing graphics for the web. My goal is to work at a company that will leverage my design expertise to develop products and ideas that will enhance the customer experience. To engage, inspire, and create a meaningful connection with customers, I believe innovation and creative thinking are essential.

**CREATIVE MARKETING ASSOCIATE** / March, 2017 - July 2020  
**Tripur International, Inc - Wholesale Visual Displays & Giftware**

Successfully collaborated with marketing, sales, and product teams to provide creative design solutions and ensure brand consistency across all marketing mediums. I redesigned the entire company's brand identity including logos, packaging, business cards, brochures, sales sheets, labels, and other promotional marketing materials. Additionally, I developed interactive content and graphic design work for both social media and email marketing platforms. I managed every aspect of the catalog design including concept development, color scheme, and typography. I assisted in the photoshoot editing and preparing images for print and digital. I also worked with the print production process, preparing files for print and building final files for output.

**WEB DESIGNER & BRAND STRATEGIST** / April 2013 - July 2014  
**Innovia Training & Consulting - Educational Corporation**

During my time as a web designer and brand strategist, I interacted with back-end developers and marketers to redesign their entire website. I instructed interns and junior teams to create banners, landing pages, newsletters, and websites. In addition, I developed marketing campaigns to identify and qualify leads for customer outreach. As a result of creating and publishing posts, interacting with users, and monitoring results, I established the company's digital presence and improved the customer experience.

## AREAS OF EXPERTISE

- Advertising
- Branding
- UI/UX Design
- Art Direction
- Information Architecture
- Digital Marketing
- Interaction Design
- Conceptual Thinking
- Google Analytics
- Project Management

## LANGUAGES

English, Portuguese,  
and Spanish.

## EXPERIENCE

**ASSOCIATE ART DIRECTOR** / April 2012 - March 2013  
*Zoly - Marketing & Advertising Agency*

My experience working in an agency environment has included photo editing, animated banners, landing pages, coupons, e-blasts, and social media advertisements. I worked with a variety of clients to help them create an engaging experience for their customers.

**UX DESIGNER** / June 2010 - March 2012  
*Vannon Consulting - Digital Agency*

As a UX designer, I created visual concepts for websites, e-commerce, and landing pages, including design systems, interactive components, and prototypes for a variety of startups, academic institutions, pharmacies, and more. In collaboration with development and project management teams, I made the customer experience more usable and enjoyable. I also managed and maintained the company's website updated through Content Management System (CMS).