



Luiza Cunha

SENIOR DESIGNER

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OBJECTIVE

A senior UI/UX designer position in a large company that holds values that positively impact people's lives and that allows me to work with a great team directing my creative focus to create human facing designs.

SUMMARY

Designer with 5 years of experience in the field both as an employee as well as an employer and an Engineering Technology degree from the Military School of Paraíba. Team player and leader, with extensive experience in transforming ideas into reality be it by creating brands & identity or by creating unique designs.

SKILLS & ACCOMPLISHMENTS

Head of Marketing & Design – Italínia Móveis - João Pessoa, Brazil

- Single-handedly selected and lead a 4 person team responsible for all of Italínea's content creation.
- Excelled at developing, designing and launching many successful campaigns using Facebook AdSense and implementing A/B testing in order to determine success.
- Praised by Italínea's CEO on being responsible for making our 2 branches be the ones that won a country-wide award given to the companies that sold the most custom furniture to customers.
- Constantly sought after for feedback on how to create and improve content and how to adjust/edit videos created by our team.

Director of Strategy & Design – Grupo Amigos do Consumidor – João Pessoa, Brazil

- Was given autonomy to create a full-on branding strategy for GAC including company naming, logo, design, colors and fonts to be used on their products and website.
- Developed successful online campaigns using AdSense for customer engagement with their content.
- Fully developed their website creating an online presence by utilizing WIX and following the branding guidelines that I had developed myself.

Head of Marketing and Design – Political Campaign for Eloah – Bayeux, PB, Brazil

- Lead and developed a successful branding and communication strategy named “The voice of Bayeux (her city)” that built upon already existing traits, such as her roaring voice.
- Constantly coordinated in a clear manner with clients regarding the progress of the candidate’s visual identity and the construction of her persona, being able to align delivery expectations in order to leverage quality vs speed.

Political Communication Strategist – Political Campaign for João Azevedo – João Pessoa, Brazil

- Thrived in an extremely fast-paced environment designing and developing photo and video ads to win the campaign for the candidate João Azevedo, as part of a 56 person team.

Political Communication Strategist – Political Campaign for OAB – João Pessoa, Brazil

- Excelled as part of a 16 person team by building a political communication and positioning strategy for our candidate’s social network by focusing on developing sponsored ads that communicated a clear and purposeful position to the public.

Senior Designer – SC Imobiliária – João Pessoa, Brazil

- Built up my experience by participating and developing corporate ads for our clients
- Developed e-commerce solutions for our clients

Designer – Cordel Digital– João Pessoa, Brazil

- Effectively contributed with the team in client meetings during the discovery phase of projects in order to create the briefing and plan a timeline for the project.
- Quickly learned and implemented the process for brand creation and development.
- Contributed to the projects by developing websites using WIX for our clients.

PEER

COMMENTS

Senior iOS Engineer @ Hubra / Trackin’Fit – H. Vasconcelos:

“I’ve had the pleasure of working with Luiza during the development of two personal projects - Hubra and TrackinFit. She directly bought onto the idea and was able to motivate and create an incredible user experience and design for the application that we propose. She proved to have a knack for knowing what the user would expect as far as ease of use and was able to couple that with her extensive knowledge of the market place.

Luiza has an amazing creative talent enabling her to have unexpected ideas and has the resilience, discipline and knowledge to make those ideas happen. Any company would be lucky to have Luiza as part of their team!”

WORK
EXPERIENCE

Head of Marketing & Design

Italínia, João Pessoa, Brazil

(Italínia is a company specializing in creating and selling custom-made furniture in Brazil)

Nov 2023 -

Now

Chief Executive Officer / Senior Designer

Hyper Agência Interativa, João Pessoa, Brazil

(Hyper is my own company, specializing in providing branding, design, website development and marketing services to clients)

Jan 2019 -

Now

Senior Designer & Branding Specialist

Political Campaign, Eloah, João Pessoa, Brzsil

Aug 2024 -

Now

Director of Strategy & Design

GAC, João Pessoa, Brazil

(GAC is a company specializing on informing consumers of their rights and accompanying them in any possible lawsuits)

August 2022 -

October 2023

Political Strategist

Political Campaign, João Azevedo

(in-Tact is a mobile and web solution agency based in France)

October 2022 -

January 2023

Political Strategist

OAB, Brazillian Bar Association

November 2021 -

January 2022

Designer

Cordel Digital

(Cordel Digital is a Digital Marketing agency specializing in developing mobile apps, websites, digital campaigns, and sponsored ads)

February 2017 -

October 2019

EDUCATION

Engineering Technology

Escola Militar da Paraíba

Graduated 2017

LANGUAGES
SPOKEN

Portuguese (native)

English (intermediary)