EDUARDO **VIEIRA**

Senior Graphic Designer | UX / UI Designer

DESIGN EXPERT WITH 28 YEARS OF MASTERY:
YOUR PROBLEM-SOLVING MAESTRO

elvieira@gmail.com | (+351) 919 880 065 | www.linkedin.com/in/elvieira
Portfolio: www.elvieira.net | Castelo Novo - Portugal

PROFILE

Experienced artistic professional specializing in web and graphic design, branding, and successful revenue-driven projects. I bring a proven track record of delivering high-quality designs that captivate audiences and boost brand visibility.

As an expert marketing strategist, I am recognized for my creative prowess in developing compelling campaigns and translating innovative ideas into impactful results. My focus goes beyond aesthetics to ensure each project contributes meaningfully to business growth. I am committed to delivering a positive return on investment and creating lasting impact.

AREAS OF EXPERTISE

- Brand Management Specialist
- Advertising and Corporate Design
- Strong Conceptual Thinker
- Strategic Design Concepts
- Innovative Graphic Design
- Social Media design
- Screens and Prototype designs
- Client-Facing designer
- Project Management
- Creative Art Direction
- Project Planning & Execution
- Solid Commercial Awareness

PROFESSIONAL EXPERIENCE

ENKI Inc. · United States · Remote
Senior UI/UX Designer | Nov 2022 - Present | Freelance
As a seasoned Senior Graphic Designer, I lead the development of digital design strategies for ENKI clients, encapsulating core values and mission. Specializing in Logo Design, Brand Development, Fonts & Colors, Images & Graphics, and Document Design & Infographics, I bring a track record of excellence, innovation, and exceeding expectations in delivering impactful design solutions.

CINNOX · Contract · Hong Kong SAR · Remote
Visual Graphic Designer | Jul 2022 - Dec 2022
As a Visual Graphic Designer at CINNOX, a dynamic B2B SaaS startup, I provided crucial support to the marketing and copy teams. My key contributions include:
- Produced graphics for Twitter, Facebook, and LinkedIn, aligning each design with the respective copy and subject matter.
- Set up Landing Pages on HubSpot and executed eDM campaigns on MailChimp.
- Designed graphics and layouts for e-Books using InDesign.

Cointelegraph · Part-time · United States · Remote
Senior Graphic Designer | Jul 2021 - Dec 2021
As a Graphic Designer in the cryptocurrency sector, I collaborated with major clients, supporting the creative and copy teams. I created graphics for the main company and its clients, specifically for Twitter, Facebook, and Instagram. Each design was tailored to align seamlessly with corresponding copy and subjects.

Living Realms · United Kingdom · Remote
Senior Brand Manager | May 2020 - Present | Freelance
Led diverse design projects from, encompassing branding, stationery, visual concepts, merchandising, store and website design (Squarespace and Shopify), as well as crafting compelling visuals for social media, eDM campaigns, and events.

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TECHNICAL SKILLS

· Adobe Illustrator
· Adobe Photoshop
· Adobe InDesign
· Adobe Lightroom
· Adobe Dreamweaver
· Figma, Sketch, XD, Atom
· Word, PowerPoint, Excel
· Mac OS, Windows
· HTML, CSS
· Asana, Trello, Monday, Slack
· Squarespace, WordPress, Shopify
· Hubspot
· MailChimp, Sendinblue

CERTIFICATIONS

Foundations of User Experience (UX) Design - COURSERA – **Google**

Start the UX Design Process: Empathize, Define, and Ideate - COURSERA – **Google**

Build Wireframes and Low-Fidelity Prototypes - COURSERA – **Google**

Conduct UX Research and Test Early Concepts - COURSERA – **Google**

Create High-Fidelity Designs and Prototypes in Figma - COURSERA – **Google**

Responsive Web Design in Adobe XD - COURSERA – **Google**

(Cont.) PROFESSIONAL EXPERIENCE

ELVIEIRA Design Studios · Castelo Novo · Portugal
Senior UI/UX & Graphic Designer | Mar 2019 - Present
I leverage a unique blend of marketing and design knowledge to transform innovative marketing ideas into influential imagery and campaigns. Customer/client has always remained my keen focus, which is why I contribute to improving client satisfaction by accurately interpreting marketing briefs to develop cost-effective graphic design elements.
My contribution to this role has been:
  ▪ Consistently achieved and exceeded expectations of a broad range of clients by increasing satisfaction, feedback, and testimonials.

VER · Full-time · Lisbon · Portugal
Art Director / Senior Designer | Jul 2007 - Mar 2019
Over nearly two decades, I've been at the helm of online engagement, leaving an indelible mark. Recognized for a 70% uplift in online viewership, I brought creative leadership in Sharepoint 2007, HTML, WordPress, MailChimp, Brand Strategy, and Social Media Marketing.

ADDITIONAL EXPERIENCE

Web Designer at PORTAL EXECUTIVO, S.A. | **Finisher** at Novodesign | **Finisher** at Inclusão | **Graphic Designer** at Dois Riscos, Atelier de Comunicação

LETS TALK !

THANK YOU SO MUCH.