

## ceci de Freitas

My career has been marked by challenges and responsibilities. I had my own graphic design studio only two years after getting my BA. The experience was very rewarding and gave me a solid background in print as well as in project management.

When opportunities took me to the United States and Spain I was exposed to other work styles and medias, redirecting my career into interactive design. For the past years I've been helping clients to make a web presence that enhances brand awareness and facilitates sales over the internet. At this moment of my career I'm seeking new opportunities where I can put my varied experience and creative skills into full use.

online portfolio [www.cecidefreitas.com](http://www.cecidefreitas.com)

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201 327-3281  
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clients Giella.com, Caudalie-usa.com, CaswellMassey.com, Ahavaus.com, LauraMercier.com, LaPrairie.com, CatCora.com, Shiseido, Coty, Campbell Soups, Pepsico, and Fisher Price/Sesame Street, SeeingMorePossibilities.com, AFEEnj.org, SimonRigg.com, CodeBlueDoc.com, ValeriaOliver.com

skills Adobe Creative Suite - Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Flash (basic action script), HTML & JavaScript, CSS, HomeSite, Miva Merchant, FreeHand, Adobe Fireworks, basic Final Cut Pro, basic WordPress, Square Space, basic Sketch, Constant Contact and Paypal Merchant Services, Social Media (Facebook/Twitter), UE Front End Applications, Photo Editing and Typography

Fluent in English and Portuguese. Intermediate Spanish

## experience

jan 01 - jan 17 **Marshad Technology Group**

Senior Web Designer, responsible for creative concepts, art direction, interface design, HTML email templates, and programming for high-end luxury brand e-commerce websites

jun 96 - jun 99 **AGdesign - São Paulo, Brazil**

Owner/Senior Designer of graphic design studio producing: Corporate Identity, Collateral Communication, Magazines, and Book Covers. Supervised all production phases, from briefing till delivery. Responsible for client developing and general management of the studio

## freelances

**BossTemps - Philadelphia, PA**

Freelance designer for companies such as Campbell Soups Packaging Department

**Linea Creativa - Madrid, Spain**

Freelance designer responsible for applying corporate identity standards for international clients

**ProInc Design - Philadelphia, PA**

Designer and client coordinator for a Peruvian studio with clients in Philadelphia and Washington D.C.

## education

1995-1997 **ESPM - Graduate School of Advertising and Marketing - São Paulo, Brazil**

Master in Market Communication

1990-1994 **FAUUSP - University of São Paulo - São Paulo, Brazil**

BA in Architecture and Urban Planning - Concentration: Packaging Design

certifications **New York University**

iPad Digital Design

**School of Visual Arts**

Advanced Flash with ActionScript

**Parsons School of Design**

Advanced Graphic Design & Graphic Design Portfolio

**School of Visual Arts**

Advanced HTML and JavaScript

**The New School University**

Macromedia Dreamweaver, Macromedia Flash and Information Architecture