

Yasmin Moura (en)

Graphic Designer

Contact

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Professional Profile

Passionate and dedicated designer with solid experience in creating impactful and interactive visual content for various platforms. I have worked on developing web pages and social media content, contributing to increasing brands' digital presence and engaging users. Proficient in tools such as Photoshop, Illustrator, and Figma.

Education

Associate Degree in Graphic Design, FAM, 2024 - 2026

Skills

- UI/UX Design
 - Photoshop
 - Adobe Illustrator
 - Figma
 - Branding
 - Typography
 - Visual Hierarchy
 - Communication
 - Customer Service
 - Problem-Solving
 - Agile Methodologies
 - Fluent English - TOEIC
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Experience

MarchettiBonetti + Arquitetos Associados

Marketing and Communication Assistant

DEC/2024 - Current

- Strategically support the marketing and communication management of the architecture firm, with a focus on institutional and editorial promotion of architectural projects.

- Plan, develop, and optimize content for the website and social media channels.
- Define communication channels and assist with inbound marketing and marketing automation strategies.
- Coordinate the collection of project information and prepare materials for magazines, websites, architectural competitions, and exhibitions.
- Manage media relations and oversee the submission of projects for publication.
- Organize and maintain the image library, including scheduling and monitoring professional photoshoots.
- Produce press releases and support communication for events, lectures, and external presentations.

MarchettiBonetti + Arquitetos Associados

Marketing and Communication Intern

June/2025 – December/2025

- Curated social media content, including Reels editing and visual material creation.
- Managed and updated the institutional website.
- Assembled presentations and internal communication materials to support the architecture team.
- Organized external events and institutional activities.
- Coordinated and supported photoshoots of completed architectural projects.

Escola o Músico do Futuro

Freelance Graphic Designer

June/2024 - August/2024 - November/2024 - January/2025

- Developed materials to highlight the work of a music producer and increase their digital presence.
- Designed conversion-focused web pages.
- Optimized content for lead capture and audience engagement.
- Created posts and stories to boost engagement.
- Increased reach and attracted new followers.
- Designed a YouTube thumbnail to enhance content visibility and attract viewers.

MedMillions

Freelance Graphic Designer

November/2024

- Designed eBooks with a focus on dynamic and interactive content.
- Provided real-time support, responding quickly to urgent requests.
- Adapted and structured information in different formats while maintaining visual coherence.
- Created marketing assets for social media.

Assessoria Aval & Toledo Piza

Operations Analyst

January/2024 - June/2024

- Ensured compliance with client policies.
- Managed teams and operational systems.
- Directly influenced the company's performance in meeting client-established goals.

Assessoria Aval & Toledo Piza

Negotiator

March/2023 - January/2024

- Identified debtors.
- Assessed financial situations.
- Negotiated payment plans for credit recovery.
- Improved communication skills.
- Enhanced conflict resolution abilities.