

# Yasmin Moura (en)

Graphic Designer

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## 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.

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## Education

**Associate Degree in Graphic Design, FAM, 2024 - 2026**

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## 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.