

Daniel Soares

3015, Queen Street East • Toronto, ON M1N 1A5 • (416) 833 5825 • daniel.designer@gmail.com
Portfolio • www.danielrsoares.com

Professional Summary

Highly skilled interactive media designer with solid experience in web development, UI/UX design, and print design working in startups and multinational companies. Committed to constructing ideas that result in creative wins and coordinating design projects to reach the company's values and expectations.

Education

Interactive Media Design (College Diploma)

Durham College, Oshawa, Ontario, Canada

2019 - 2021

Digital Marketing (Business Administration Certificate)

Escola Superior de Propaganda e Marketing (ESPM), São Paulo, SP, Brazil

2013 - 2014

Relevant Skills

Design Skills

- Multi-tasking
- 5 years of cosmetic Industry experience
- 3 years of advertising agency experience
- Meeting deadlines
- Flexibility and time management
- Teamwork skills
- Conceptual ideas
- Illustration and arts
- Art direction of 25 fashion campaigns,
- Coordination of 3 magazines and 1 website
- UI/UX Design (end user)
- Layout Design
- Graphic Design
- Editorial Design
- Ad Design
- Brand Design
- Animation and Motion Graphics Design
- Photography
- Web Design (web pages, mobile and email)
- Social Media Design
- Print Design
- Infographic and Presentation Design
- Design of 50 icons set (iconography)
- Typography

Computer Skills

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere, After Effects, Acrobat
- Figma
- CSS
- HTML
- javaScript
- jQuery
- GSAP
- Design System (Google Material & Atlassian)
- Visual Studio
- Iterable
- Unbounce

Marketing Skills

- B2B & B2C knowledge
- POS knowledge
- Digital Marketing Knowledge
- Branding

Communication Skills

- Speaking 2 languages.
- Speaking in public, or via electronic media
- Empathetic listener and assertive speaker
- Writing creative

Work Experience

Graphic Designer (present)

Mednow (<http://mednow.ca/>), Toronto, Ontario, Canada

11 months

Graphic Designer (Field Placement)

Wrk Technologie (<http://wrk.com/>), Montreal, Québec, Canada

5 weeks

Publications Senior Coordinator

Mary Kay Cosmetics (<http://www.marykay.com.br>), Barueri, SP, Brazil

2 years

Creative Coordinator

Avon Cosmetics (<http://www.avon.com.br/>), São Paulo, SP, Brazil

2 years

Awards/Achievements

Delvv.io Award Winning Research (1 week project)

The second winner in a marketing strategies competition promoted by Delvvi.io Research Consultancy based out of Johannesburg, South Africa.

2018

Mary Kay Digital Magazine (3 months project)

- Leading the creation of a responsive digital platform with interactive and shareable content for the sales force of Mary Kay Cosmetics in Brazil.
- Migration process of content. (a printed magazine to a digital magazine)
- UX/UI Design lead.

2016

Mary Kay Printed Magazine (3 months project)

Leading of printed magazine with a focus on lifestyle, education, and recognition for the sales force of Mary Kay Cosmetics in Brazil.

2016

Graphic Icons for Avon Brochures in Latin America (1 month project)

Analysis of the usability of icons in the Avon Cosmetics brochure surface or digital platform.

2015

Volunteer Experience

The Duke of Edinburgh's Award

Volunteer opportunity as a Graphic Designer to develop projects for this British organization.

2005