

# NATALIA CAMELOTTO DURAES

Senior graphic designer with more than 10 years of experience, developing creative solutions mainly in editorial and advertising agencies.  
Based in London - UK

## CONTACT ME

44 07367 905959

[nataliacduraes@gmail.com](mailto:nataliacduraes@gmail.com)

portfolio

[www.behance.net/nataliacduraes](http://www.behance.net/nataliacduraes)

lettering project

[www.instagram.com/nataliaduraes](http://www.instagram.com/nataliaduraes)

Hi! I have advanced knowledge in **Adobe Indesign, Photoshop** and **Illustrator** to create layouts and infographics for both **print and digital** devices. I feel completely comfortable managing projects from **concept to delivery**, including **graphic production**, contact with suppliers and quotations.

I work with **Figma** for apps or websites creation and I have a basic knowledge of **HTML** and **CSS**. and also **Adobe Premiere** to edit and produce simple videos.

I am used to use **Trello** and **Slack** as organization tools.

## SKILLS

Creative problem solution |  
Self management | Organization |  
Proactivity | Teamwork |  
Editorial Design | Branding |  
Infographics | Print Materials |  
Social Media Design | Campaign  
Creation | Graphic Production |  
Presentations | Web Design (UX) |  
Basic HTML and CSS | Hand Lettering

## WORK EXPERIENCE

### FREELANCE IN GRAPHIC DESIGN AND LETTERING

nov 2018 - now

*Developing both print and digital materials such as catalogs, social media, brand identity and lettering autoral works*

- [Social media design and art direction](#) for Brazilian brands Júlio Okubo, Aziz São Paulo
- Design layout and illustrations - [2019 annual report for Plan International Brazil](#)
- Design layout and illustrations - 2020 annual report for Plan International Brazil - in progress
- Hand lettering - [Live lettering marketing action for Baci Perugina](#)
- Design layout - Newsletter for Visa
- Design layout - [Wine catalog for Zahil Wines](#)

### HEAD OF DESIGN (VOLUNTEER) AT CLASS OF 2020

jul 2020 - dec 2020

*Manage a team of designers to support all kinds of materials for the learning platform community Class of 2020*

- Logo and ID creation
- Landing page layout
- Social media materials
- Platform thumbnails and banners
- Brand support

### VISUAL MERCHANDISING ART DIRECTOR AT CHEIL BRAZIL

dec 2017 - nov 2018

*Responsible for the creation of visual merchandising materials for the POS for Samsung TV, DA and HHP areas.*

- [Seasonal campaign creation for POS](#) (Father's Day, Mother's Day, Valentines)
- POP material creation
- Campaign application in different materials (banners, posters, tags, etc)
- [Creative print material](#) for promotion of Samsung's products
- Shop window creation



## EDUCATION

**Strategic Design and Innovation**  
**Post-graduation** • 2015 - 2017  
IED – Istituto Europeo di Design

**Graphic Design**  
**Graduation** • 2008 - 2012  
Centro Universitário  
Belas Artes de São Paulo

## LANGUAGES

**Portuguese** - native  
**English** - fluent  
**Italian** - beginner

**GRAPHIC DESIGNER AT CHEIL BRAZIL**  
*Responsible for creation of entire graphic material for Samsung's TV / AV Training Project in Brazil.*

- Creation of visual identity and supporting material for training workshops of employees from all over Brazil
- Development of creative layouts
- Development of [solutions for printed materials](#)
- Creation of PowerPoint's presentations for training
- Research and contact with graphic suppliers
- Listing and closing budgets

**GRAPHIC DESIGNER AT ECG - EVOL CONTENT GROUP**

- Creation of campaigns
- Photographic research + moodboard
- Creation and layout of fashion catalogs and lookbooks
- Creation of [email marketing, invitation](#), etc.
- Editing, layout and finishing of customized magazines (Intermarine, Uber Arriving Now, [Lifestyle Magazine](#))

**DESIGNER AT MARIE CLAIRE MAGAZINE**

*Responsible mainly for magazine's beauty section and also Instagram posts.*

- Development of [creative magazine layouts](#)
- Interactive design production (tablet and mobile)
- Photography research
- Participation in photography productions

**WEBDESIGNER AT ÉPOCA MAGAZINE**

- [Infographic creation](#)
- Photography research and editing
- Basic programming in HTML and CSS
- Video recording and editing
- Management of social media Pinterest

