

arina menezes



I specialize in digital design, branding, visual identity and art direction.

With a keen eye for detail, I'd like my work to be known for its thoughtfulness and warmth.

EDUCATION

Federal University
of Rio de Janeiro
Visual Communication
2011 — 2018

FACHA
MBA Digital Marketing
2019 — 2022

OCAD University Canada
Graphic Design
2015

Instituto Infnet
Print Media
2011

CONTACT INFO

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copacabana, rio de janeiro

EXPERIENCE

Design Especialist
BizCapital
2022 — Present

- Lead designer in the creative team
- Develop concepts and layouts for projects and media campaigns
- Design social media assets
- Work alongside the CRM team in all visual touchpoints
- Create concepts and bring them to life for all internal activations

Senior Designer
L'Oréal Brasil
2020 — 2022

- Social media management for ACD Brazil: La Roche-Posay, Vichy, Skinceuticals, Cerave and Dermaclub
- Creative leadership of design team
- Strategic planning on product launches and digital projects
- Lead designer for ACD's Loyalty Program Dermaclub
- Designed an e-commerce site and worked with developers to bring it to life across platforms
- Assisted in creative agencies management
- Key visual development for online campaigns
- Leadership and art direction for content production and photoshooting

Branding Analyst
Hortifruti Natural da Terra
2018 — 2020

- Key visual development for online and offline campaigns
- Social media management
- Development of proprietary packaging and products
- Responsible for internal communication

Freelance Designer
2017 — 2017

- Built websites and style guides
- Created visual identities
- Social Media management

Junior Designer
Rastro Agency
2017 — 2017

- Produced visual content for social media and events
- Produced both online and offline creative layouts
- Created visual identities and brand guides, ensuring the brand aesthetics in different media
- Developed concept and layout for media campaigns

Junior Designer
Avo Branding
2015 — 2016

Design Intern
Sid Lee Canada
2014-2015

Photography Lab Monitor
Federal University of Rio de Janeiro
2014

Design Intern
Quiero Branding
2013-2014

Design Intern
Odois Design
2012-2013