

# ANTONIO FREIRE

Senior Designer

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## PROFILE

- A dedicated and detail-oriented professional with more than 10 years of experience in multiple areas of the design industry.
- Proven experience in many creative areas such as: UX/UI Design, Graphic Design, Branding & Identity Design, Editorial Design, Web Development, Presentation Design, Packaging, Layout, 3d, Motion Graphics and Film.
- Working at an ever-evolving industry, I embrace the changes that come to build my skill set and to further strengthen fundamentals.

## EXPERIENCE

**Designer** - Reshift Media Inc.

September 2016 – Present

- Design and deliver user flows, wireframes, prototyping (low to high fidelity interactive and animated), UX/UI design optimized for a wide range of devices and interfaces.
- Collaborate with the search and social teams to design and develop in Wordpress landing pages for multiple advertising campaigns and projects.
- Conceptualize and create multiple graphic design projects such as: brochures, flyers, stands, corporate branding and identity, and year-end books and reports.
- Prepare and produce social media ads for multiple clients, not only images, but videos and HTML5 as well.
- Run user testing of applications, software and websites on multiple devices and on BrowserStack.
- Create storyboards for videos and animations for multiple brands.
- Film and edit video ads and other promotional videos.

**Designer (Co-Op)** - Humber College, Marketing & Communications

July 2016 – September 2016

- Created and redesigned Humber College's ads (print and web), merchandising, flyers, brochures, posters and websites.

**Designer** - Humber College, Part-Time School of Media Studies and IT

April 2015 – September 2016

- Responsible for all the Part-Time School of Media Studies and IT design work, including flyers, brochures, books, posters, advertisings, stationary, website layouts, newsletters, videos, animations, presentations and photography.

**Multimedia Designer** - Freelance

2011 – 2016

- Redesigned and created books, brochures, posters, websites, corporate branding and identity for companies such as DIALRESET, BI-DOM, and RAZOR DESIGN.
- Filmed, edited and color corrected movies and advertisings with the video director Mauro Moura.

**Multimedia Designer** - Soladrilho: Sociedade Cerâmica de Ladrilhos, S.A.

2009 – 2011

- Responsible for the company design, webdesign, photography and video.
- Redesigned and created books, brochures, flyers, posters, stands, corporate branding and identity for the three companies of the group.
- Created and developed the company website and other online services.
- Created a studio where I photographed all the products of the company.
- Filmed and edited a promotional video of Quinta das Vendas.

## TECHNICAL SKILLS

Adobe Creative Cloud	Final Cut	Principle
Anima	Flinto	Proto.io
Autodesk 3ds Max	Framer X	ProtoPie
Autodesk Mudbox	GitLab	Sketch
Axure	Google Web Designer	Smartsheet
Balsamiq	InVision	Trello
Beaver Builder	Keynote	UXPin
Canva	MS Office Suite	Wordpress
Clockify	Nuke	Zeplin
Figma	Origami Studio	Zoho

## EDUCATION

<b>Postgraduate Certificate in Web Development</b> - Humber College - Canada	2015 - 2016
<b>Certificate in 3D Modelling and Visual Effects Production</b> - Humber College - Canada	2014 - 2015
<b>Postgraduate Degree in Multimedia Design</b> - Universidade da Beira Interior - Portugal	2007- 2009
<b>Bachelor Degree in Multimedia Design</b> - Universidade da Beira Interior - Portugal	2003-2007