

RAFAEL VALENZA DE SOUZA PEREIRA

Senior Graphic Designer | Brand Identity, Campaign and Video

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 13 years of experience in brand identity, campaign, and video work across retail, franchise, manufacturing, and technology. Built a foundation in visually demanding categories such as packaging, point-of-sale, e-commerce, and product catalogs, then applied it to large-scale corporate and institutional communications.

Works end to end: brand, key visual, packaging, motion, video, and landing pages, with full command of the production process through print-ready file preparation. Advanced Adobe Creative Cloud and 3D modeling (Blender, Cinema 4D) for product and packaging rendering.

CORE SKILLS

Design and branding: brand identity, key visuals, brand guidelines, editorial design, layout, packaging and labels, point-of-sale signage, franchise standardization

Prepress and print production: print-ready file preparation, color management, process-specific setup (offset, screen printing, large format), print vendor management

Video and motion: scripting, shooting, directing, and editing, motion graphics, corporate and promotional video, product photography

3D modeling: product and packaging rendering (Blender, Cinema 4D)

Digital and performance: landing pages (WordPress, Elementor, WooCommerce), email marketing, digital catalogs, lead generation, technical SEO, social media management

Corporate communications: executive presentations, internal communications, event and sales support materials

Tools: Photoshop, Illustrator, InDesign, Premiere, After Effects, Lightroom, Blender, Cinema 4D, WordPress, Elementor, WooCommerce

PROFESSIONAL EXPERIENCE

Senior Marketing Analyst / Graphic Designer | Teletex IT Solutions (IT and cybersecurity systems integrator)

Jul 2022 - Aug 2026 | Curitiba, Brazil

- Created the complete visual identity for two Teletex brands from scratch: CyberX, a proprietary cybersecurity awareness event held inside client companies, and CyberCare, the company's security service line, from brand concept through presentations, video, events, and sales collateral.
- Gave visual form to SAFEX, CyberCare's framework for security assessment and investment prioritization, translating the methodology into executive presentations with NIST CSF 2.0 scorecards, risk matrices (impact x likelihood), maturity radar charts, and implementation roadmaps.
- Wrote, shot, directed, and edited customer success videos for enterprise clients including Central Ailos and Zurich Airport Brasil, covering the full production process from brief to final delivery.
- Wrote, produced, and edited the customer case video for the City of São Paulo, demonstrating in-vehicle patrol camera capabilities including automatic license plate recognition and facial recognition.
- Led the creation of Comgás's cybersecurity awareness videos jointly with the client, from script through direction and editing: one for the CyberX event held at the company and a second, derived from it, screened at the 2026 sales convention.
- Led key visuals, corporate video, and motion design for the company's presence at Febraban Tech and Mind The Sec, including mid-size booths and sales support materials.
- Created the visual identity for the 2023 and 2024 editions of Kickoff, the annual company convention for over 200 people: key visual, venue graphics and panels, apparel, badges, opening video, presentation template, and internal communications assets, also contributing to the overall event organization.
- Prepared print-ready files for large-format production, including banners, booth graphics, and folders, managing color and finishing directly with vendors.
- Directed the agency responsible for the brand's social media, setting the content calendar, visual direction, and final approvals.
- Created, produced, and hosted Teletex Shorts, an internal news video series that replaced corporate email as the company communication channel, with episodes employees actively asked for.
- Planned and ran online product launch campaigns with funnel assets built for lead generation. Also appeared as on-camera spokesperson in the company's brand video.

Graphic Designer | Grupo Mixtel

Sep 2021 - Jun 2022 | Curitiba, Brazil

- Owned all visual production for the group's e-commerce across both fronts, Mixtel in wholesale and Eletrum in retail: digital catalogs, site banners, email marketing, and social media assets.

- Produced digital catalogs for domestic and imported brands, including an exclusive JBL catalog and the full major appliance line.
- Delivered roughly 150 site banners per year alongside email marketing campaigns, with 3D promotional badges for seasonal campaigns and product launches.
- Cut production time by 20% by introducing new templates and design workflows for digital catalogs and email marketing.

Graphic Designer | Pitlak - Bakery Solutions (Marquespan)

Aug 2020 - Sep 2021 | Curitiba, Brazil

- Created brand identities for new product lines, from concept through final packaging and label application.
- Developed over 35 packaging and label SKUs with print-ready file preparation, regulatory compliance, and color accuracy, reducing rework and print costs.
- Produced social media posts and assets for the brand.
- Edited video and built visual training materials for the sales team.

Freelance Graphic Designer | Various clients

Oct 2016 - Nov 2017 and Sep 2019 - Jul 2020

- Built corporate and retail websites for clients including Bebê Panda and Buraco do Padre, from layout through WordPress implementation.
- Served the construction sector (Riva), delivering a website, brand guidelines, and printed sales materials including brochures and development presentations.

Graphic Designer | Dr. Freeze / Paleteca

Dec 2017 - Aug 2019 | Curitiba, Brazil

- Standardized brand identity across six franchise locations in two states through point-of-sale manuals, table displays, menus, and freezer header signage.
- Modeled the ice cream tub packaging in 3D and designed the labels, from packaging design through renders used in campaigns and point-of-sale material.
- Prepared print-ready files for packaging, freezer wraps, and point-of-sale materials, ensuring color accuracy and correct setup for each vendor's process.
- Owned the brand's social media end to end: content planning, artwork, publishing, and community monitoring.
- Shot product photography on location in stores, building the image library used for both social content and point-of-sale material.

Art Director | Redux Professional

Aug 2015 - Oct 2016 | Curitiba, Brazil

- Created brands and visual identities for new products, from logo through label and final packaging.
- Elevated premium positioning across product lines with high-fidelity 3D modeling and rendering.
- Owned the brand's social media: artwork, publishing, and community monitoring.
- Laid out and prepared technical product catalogs for print, and developed and maintained the corporate website.
- Managed screen printing vendors for packaging, from file preparation through production oversight.

Marketing and Communications | Marins Bertoldi (corporate law firm)

Sep 2013 - Mar 2015 | Curitiba, Brazil

- Designed and laid out brochures, articles, and institutional publications, including print-ready file preparation.
- Managed external print and production vendors from quoting through final delivery.
- Increased the firm's institutional visibility through event management and press relations, including reputation crisis management.

EDUCATION

B.A. in Advertising and Marketing Communications, Universidade Positivo, Brazil, 2012

LANGUAGES

Portuguese: native.

English: intermediate. Reads and understands professional material; specialized technical vocabulary still developing.