

PROFILE

I am a versatile Designer with over 7 years of experience working in various sectors and industries, with the ability to work in a fast-paced environment as well as lead cross-functional teams on key projects and campaigns that include both internal and external agencies.

Working successfully with a wide range of print and digital projects winning some awards. Having extensive knowledge in branding, advertising and digital marketing across a multiple of areas with a focus on developing display and social media ads alongside brand assets.

I am passionate about travel and have visited 49 countries across the globe. My international experiences have taught me about communication skills through working and meeting people from different cultural backgrounds, and flexibility by constantly adapting to new and unfamiliar environments.

EXPERIENCE

Digital Graphic Designer (Global)

Apr 2015 - Sep 2017

Hostelworld Group, London - UK

Hostelworld Group is the world's leading hostel-focused online booking platform. Hostelworld, Hostelbookers and Hostels.com, offers travellers a simple way to book accommodation across 33,000 properties in approximately 170 countries.

- In charge of all the digital creatives aspects of all brand - creative design execution - Affiliate banners, display animated and dynamic ads, social media assets.
- Developing high standards display creatives based on KPI's set for advertising platforms such as DoubleClick, Google Adwords and Facebook on global campaigns.
- Data driven to deliver and always improve on results by A/B testing and setting up decision trees with the knowledge of automated targeting.
- Forming and developing creative, photography, ideas and other creative endeavours(across web, print and mobile platforms) with the Brand Designer Team Lead for use on social medias (global), conferences, digital marketing campaigns, merchandise, product features.
- Working alongside other departments across the company to understand branding and the creative needs, and managing resources accordingly.
- Preparing and editing images and sometimes videos.
- Being part of the rebranding of HostelWorld and HostelBookers, with all the campaigns, display banners ads, imagery and all the design material.

★🏆 5 Honors & Awards

Art Director/Designer

Dec 2013 - Aug 2017

Festivalholics, London - UK

Provides up-to-date and accurate information about the best music festivals in the world, all in one place!

- Responsible for all the design/layout of the website, working alongside a developer to build the website from scratch.
- In charge of all the creatives displayed on the website, social media assets and marketing campaigns.



Jeff Santos

Digital / Graphic Designer

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EDUCATION

Study exchange program, Communication Design

Faculty of Fine Arts,
University of Porto - Portugal
2009-2010

Bachelor Degree - Design

Mackenzie University,
Sao Paulo - Brazil
2005-2010

Professional Training School, Design

SENAC
Sao Paulo - Brazil
2007-2009

LANGUAGES

Portuguese (*Native*)

English (*Professional*)

Spanish (*Limited working*)

Head of Design
Web/Graphic Designer
Cult Furniture, London - UK

Apr 2014 - Jan 2015
Jan 2015 - Apr 2015

Online industrial, modern and contemporary furniture store.

- Responsible for all production work completed by the Design team and providing the strategic direction on the department in advancing the organization to its potential.
- Designing creative discount promotions, banners, newsletters, social media campaigns, flash adverts, finding creative solutions for a better design of the websites.
- Managing various sites within the company portfolio, including the management of product pictures, ensuring that they are uploaded and correctly displayed across the websites (eCommerce) and also helping with regular photoshoots.
- Inspiring creativity throughout all design work.
- Ensuring that all Design work is completed to the highest standard.
- Making recommendations for process improvements demonstrating regular audits and necessary amendments.
- Quality control and improvement of department output.
- Organizing and developing tasks for the design team to work on.
- Having the ability to present effective solutions to colleagues.
- Giving feedback and making sure everything the team needs is provided.

Design Intern
Tommy's, London - UK

Jan 2014 - Apr 2014

Tommy's funds research into pregnancy problems and provides information to empower parents to have a healthy pregnancy.

- Producing a broad range of health information, marketing and fundraising materials.
- Assisting in editing and updating website pages. Providing support generally.

Web/Graphic Designer
Legio Entertainment, London - UK

Oct 2013 - Nov 2013

Designer
LOPES Real Estate Consulting, Sao Paulo - Brazil

Jan 2010 - May 2010

Junior Web Designer
MdeMulher Editora Abril S/A (Publishing house), Sao Paulo - Brazil
🏆 1 Award

Sep 2008 - Jun 2009

Junior Designer
Xlab Digital Communication Agency, Sao Paulo - Brazil

Apr 2008 - Sep 2008

PROFESSIONAL SKILLS

- Html5 & CSS
- Google Web Designer
- Photography
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Flash
 - Edge Animate
 - Dreamweaver
 - Premiere Pro

PERSONAL SKILLS

- Communication
- Teamwork
- Creativity
- Organized
- Friendly Personality
- Time Management

INTERESTS

- Travel
- Sport
- Cultures
- Social Media
- Gastronomy
- Technology
- Arts
- Digital Marketing
- Advertising

REFERENCES

Natalie Solebo
Brand Manager
at Hostelworld Group
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Raquel Almeida
Brand Design Team Lead
at Hostelworld Group
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