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Giovanna Bravin

Designer/Graphic Designer

Bachelor's degree in Graphic Design from Belas Artes University (FEBASP).

Currently pursuing a degree in Architecture and Urbanism (7th semester).

Skills & Competencies

- Visual identity and logo design
- UX/UI Design: wireframes, prototypes, and usability testing
- Layout design for printed and digital materials
- Image and video editing
- Fast learner with strong adaptability
- Social media content creation
- Knowledge of illustration and frame-by-frame animation

Technical Skills

Graphic Design
Illustrator
Photoshop
InDesign

Video Editing
After Effects | Premiere Pro
Canva | CapCut

Web Design
HTML | CSS
Figma

Other Software
Microsoft Office
AutoCAD | Revit

Languages
English
Spanish

Professional Experience

Freelance Designer
June 2025 – Present

Freelance projects and ongoing monthly client engagements involving illustration, corporate videos and animations; digital and print layout design (flyers, workbooks, presentations); social media content creation; and no-code website development.

Creative Assistant
Rede Ápice | Feb 2024 – May 2025

- Creation of logos, visual identities, websites, landing pages, and signage projects.
- Development of social media materials (posts, stories, banners).
- Audio and video editing for advertising campaign. Production of printed materials, including flyers, billboards, and physical promotional items.

Graphic Design Intern
Metro Corporate University (Unimetro)
Jul 2022 – Dec 2023

- Creation of visual identities for internal courses.
- Layout design and proofreading of educational booklets.
- Activity management on the Moodle platform and development of educational content in SCORM.

Internal Communication Intern
Sabesp Security Foundation (Sabesprev)
Sep 2021 – Jul 2022

- Layout design for internal announcements, reports, and newsletters.
- Creation of email marketing campaigns and basic video editing.
- Maintenance of dashboards for corporate communication.

Certifications

Photoshop: Cinemagraph Image Composition – Saga School
Photoshop: From Beginner to Advanced – Saga School

InDesign: Large-scale Publishing – Alura
InDesign: Small-scale Publishing – Alura

Digital Communication, extracurricular course at Belas Artes

Spanish: Basic Vocabulary – Anhanguera learning track
Advanced English: TOEIC score: 905 (2019)

UX Design (Google UX Certificate – Coursera, via Google + CIEE partnership)
1. Foundations of User Experience (UX) Design
2. Start the UX Design Process: Empathize, Define, and Ideate
3. Build Wireframes and Low-Fidelity Prototypes
4. Conduct UX Research and Test Early Concepts

HTML & CSS (Alura Platform)
1. Development environments, file structure, and HTML tags
2. Classes, positioning, and Flexbox
3. Header, footer, and CSS variables
4. Responsiveness and project deployment