


Rodrigo Junio,

Art Director.

 rodrigojunio.com

 hello@rodrigojunio.com

 [in/rodrigojunio](https://www.linkedin.com/in/rodrigojunio)

 +55 43 9 9975 6342

Designing apps, websites and branding for the most complex and diverse market niches such as banking systems, legal solutions for entrepreneurs, real estate developers and other businesses. Leading creative teams in the development of the most appropriate solution to solve the particularities of your brand or product, generating value and relevance.

RELEVANT WORK EXPERIENCE

V4 Company, Senior UX/UI Designer Oct 2021 - Jan 2022

For the customers of V4 Company, a marketing consultancy that improves and enhances the internet sales process, Landing Pages from different niches were created. Letter Consulting, which offers franchises to lawyers looking for a profit above the tax market average. Simple Sign, which provides legal solutions for plastic surgeons. And Labor Rural, which offers mentoring for agribusiness ventures.

- I used the Mobile First technique, which guarantees solutions focused on the mobile user experience, primarily creating versions of the pages for tablets and smartphones.
- development processes that provided responsiveness to the pages were followed by the programming team.
- the pages had their performance tested and considerable improvements were found in relation to the latest projections raised by the team.

Boyband, Art Director Nov 2021

Amazing brands and campaigns were and are still being created at Boyband, an advertising, digital marketing and branding agency specialized in generating sales and brand equity. Where I currently work as Art Director. From Websites to Branding, I directly produced projects for clients from different businesses. With these experiences, I developed skills that allow me to easily identify customer pains, quickly reaching a more accurate solution.

- the different business projects developed at Boyband provide an understanding of specific brand issues, needs that sometimes not even the customer knows they have. As in the case of Plataforma 6 Em 7. An infoproducts launches platform witch discovered at the delivery that they needed a creative and original storytelling to develop the CTAs of the marketing actions.
- in addition to digital companies such as 6 Em 7, I also worked on the digitization of churches creating the website for PIB - Primeira Igreja Presbiteriana of Londrina and a church digitization platform, Digitaliza Igreja.
- creative campaigns were developed for big brands such as Oral Sin, the biggest dental implant network in Brazil. As well as Landing Pages for sales campaigns by Consórcio União, an agency that manages consortium groups that operates in four Brazilian states.
- Boyband is known in Brazil for its creative and authentic Visual Identities. And there I had the honor of creating IDs that added value to brands such as Empbank, a Correspondent Banking (CORBAN) focused on generating financial solutions in the form of payroll-deductible credit. VILLA NOAH, a condominium focused on horizontal projects. COLETIVO, the union of two non-profit religious groups. Among other cases.

RELEVANT WORK
EXPERIENCE

Inova NY, Designer Set 2020 - set 2021

At Inova NY, a transforming brand and people into digital expressions, I participated in the launch of several infoproducts and projects by great personalities in Brazilian media, such as Claudia Leitte, Marcelo Facchini and Luan Santana. I created visual identities for brands, people, events, and became expert in Creative Landing Page and productions for digital releases.

- I contributed directly by creating Creative Landing Pages for many courses and digital platforms launches, such as Soulphia, a disruptive online English school that employs homeless New York women as teachers. I also worked on Escola da Vida course launch, a mentoring by Carlos Wizard and Ricardo Bellino. Xiao Mandarin's Mandarin Course, and others. Each one following its launch strategy designed to achieve the best result in expanding the leads network.
- individual works for digital traffic were created in alignment with the programming team to provide the best experience to the platforms users.
- I was involved in the development and launch of softwares and apps such as Design USA, a professional platform for Brazilian architects and interior designers who want to expand their networking for international projects. Need, an app where people who need to solve common day-to-day problems find service providers. Partiu Pedal, a platform for cycling events. Among other projects.
- I worked on the launch of audiovisual products such as Sol a Sol, the Claudia Leitte's album. The single Armadura de um Guerreiro by Luan Santana. The series Heróis da Estrada by Marcelo Facchini. And in the Digital Marketing of many Brazilian influencers from Chango Digital.
- I created layouts focused on improving brands performance as for Bazza Tech, people like the TV presenter Elvis César and the Forbes Under 30 realtor Triska Homes, known for great real estate sales in Florida - USA. I was assigned to develop the Visual Identity of the agency itself, witch is still in use. Including the profile look of the current CEO Danilo Dantas.
- graphic materials such as billboards were also produced for Unimed, one of the biggest cooperative health systems in the world. In addition to a collection of clothing prints for the partnership between the singer André Valadão and Higher Clothing.

EDUCATION

Digital Marketing (higher graduation)

Superior of Technology in Digital Marketing - Unopar

- Status: studying.
- Previsão de conclusão: 2024.

EDUCATION

Branding & Marketing

Creation and Management of Successful Brands

- Brand Creation and DNA
- Brand Persona
- Brand experience
- Storytelling application
- Marketing strategies
- success cases
- Brand Architecture
- Brand Protection

Design Circuit

UX/UI Design course

- UX Research
- Insights
- Resources prioritization
- Wireframe
- Design
- Sketch/Figma
- Test
- Validation
- Delivery

TOOLS

- Figma
- ZBrush
- Adobe XD
- WordPress
- Illustrator
- Sketch
- Pencil & Paper
- Photoshop
- Spark AR Studio

SKILLS

- Branding
- UX Writing
- UI Design
- UX Research
- Visual design
- Wireframe
- Agile Environment
- Interpersonal Relationship
- Business etiquette
- Personas
- UX Patterns
- Usability Test

EXTRA

- Voluntarily developing brandings for NGOs and social cause institutions such as MOABI - Movimento Afrobrasileiro de Itaperuna.
- Offering Landing Pages Creative Development Mentorship for Digital Marketing Teams.
- Working on improving technology with artificial intelligence through Appen.

Bēhance