


Rodrigo Junio

Designer

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I am a creator of brands and digital platforms, a specialist in creative Landing Page development, for 5 years developing innovative and impactful solutions for big players. My focus is on driving relevance and value through user-centered design strategies.

RELEVANT EXPERIENCES

V4 Company (Colli & Co), Senior Branding & UX/UI Designer Feb 2023 - Oct 2023

I was invited by Vinicius Colli to take on the design of one of the three best financial institutions in Brazil, according to the Forbes ranking, Sicoob bank. In this team, I also developed rebranding and campaign's visual identities for clients such as the Coopera marketplace and the CBN&D nephrology center.

- as a growth consultancy, V4 Company's largest unit allowed me to improve my skills in data analysis, paid traffic and campaign optimization.
- with the course from the best digital marketing consultancy in Brazil, I was able to obtain technical knowledge in advertising practices, content production and self-management. Additionally, I was recognized with the Marketing Scientist certificate.
- my squad received the main institutional award for best design of the year, at the company's annual awards ceremony.

Boyband, Art Director Nov 2021 - Dec 2022

I created amazing brands and campaigns at Boyband, an advertising, digital marketing and branding agency specialized in generating sales and brand equity. Where I worked as Art Director. With these experiences, I developed skills that allow me to easily identify customer pains, quickly reaching a more accurate solution.

- The projects undertaken by Boyband not only yield tangible outcomes but also offer insights into particular brand challenges, addressing needs that clients may be unaware of. This is exemplified by the Plataforma 6 Em 7, initially designed as an infoprod-uct launch platform. During the project's delivery, it became ap-arent that a crucial element was missing: a creative and original storytelling approach for crafting the CTAs of marketing actions. This realization proved pivotal in refining the strategy, ensuring not only technical functionality but also an engaging narrative to enhance audience engagement.
- I also worked on the digitization of churches creating the website for Primeira Igreja Presbiteriana de Londrina (First Presbyterian Church 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 for 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. So 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 condo-minium focused on horizontal habitations. COLETIVO, the union of two non-profit religious groups. Among other cases.

RELEVANT WORK
EXPERIENCE

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

At Venturi's V4 Company unity, Landing Pages were created for brands of complex niches. Such as Letter Consulting, which offers franchising to lawyers seeking profits above the tax market average. Simple Sign, which offers 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 pages for tablets and smartphones.
- Development processes that provided responsivity to the pages were applied by the programming team.
- the pages had their performance tested and considerable improvements were obtained in relation to the last projections raised by the team.

Inova NY, Designer Sept 2020 - Sept 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.
- 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 brazilian 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 Inova NY agency,
- 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

Marketing Cientist

Growth and Technology in Digital Marketing Course - V4 Company

- Marketing Fundamentals
- Business Management
- Sales Techniques
- Neuroscience applied to Marketing
- Scientific Method applied to Marketing
- Traffic
- Engagement
- Conversion
- Retention

Branding & Marketing

Creation and Management of Successful Brands

- Brand's DNA creation
- Brand Persona
- Brand Experience
- Storytelling application
- Marketing strategies
- success case
- Brand architecture
- Brand protection

Design Circuit

UX/UI Design course

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

Advanced English (fluent)

Language course - Centro de Línguas do Instituto Federal Fluminense (Ce-LIFF)

TOOLS

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

SKILLS

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



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