

GABRIEL MADEIRA
Design & Marketing Professional

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Portfolio: <https://www.gabrielmadeiradesign.com/en>

PROFESSIONAL SUMMARY

Senior Designer with solid experience in visual creation, UX/UI, strategic marketing, and trade marketing. Skilled in user-centered design, brand identity, and multichannel digital campaigns. Strong command of Adobe tools, Figma, and agile methodologies, with international experience in the U.S. My approach is data-driven, focusing on customer experience and achieving business goals.

PROFESSIONAL EXPERIENCE

Pareto Agency – Designer | 2025 (current)

- Creation of brand identities, materials for social media and websites;

Stone - Design & Creation Analyst | 2020 – 2025

- Created and managed brand identities, marketing campaigns, and institutional materials.
- Developed materials for both digital and physical channels: infographics, signage, email marketing, audiovisual content.
- Captured and edited videos and images for social media and websites.
- Applied UX principles and responsive design in various projects.
- Worked in agile squads, aligned with OKR-driven goals.

Belmond Copacabana Palace & Hotel das Cataratas - Trade Marketing & Design Specialist | 2015 – 2020

- Planned and executed B2B campaigns, from concept to final delivery.
- Managed visual communication for events and activations, sponsorship acquisition, and partner relationships.
- Produced content for social media, email marketing, photography, and institutional videos.
- Represented the brand at travel trade shows and conducted agency visits.

One Community Global – Los Angeles, CA (US) - Design Intern | 2015

- Developed sustainable furniture, focusing on functionality and accessibility.
- 3D modeling and rendering of interior and exterior environments.
- Collaborated directly with architecture and engineering teams.

FREELAS

- **UX/UI Designer** | 2023

The Destiny Lab

- **Social Media & Designer** | 2023

@dra.carolinebrandao

- **2022 Social Media & Designer** | 2020 A 2023

@insolitohotel | @jubar tehotel_byinsolito | @restaurante.agaleria

- **UX/UI Designer** | 2020

Cuida Mais

EDUCATION

- **Master Degree in Creative Media** – Universidade Federal do Rio de Janeiro (UFRJ)
| In progress – 2025 to 2026

- **Postgraduate in Strategic Marketing in Digital Media** – UNAMA | 2024 to 2025

- **UI Design Qualification** – UI Boost | In progress – 2025

- **Bachelor's in Industrial Design** – Universidade Federal do Rio de Janeiro (UFRJ) |
2010 to 2017

- **Exchange Program in Industrial Design** – Savannah College of Art and Design, US |
2014 to 2015

- **Technical Degree in Visual Communication** – SENAI | 2011 to 2013

TECHNICAL SKILLS

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Adobe Premiere
- Adobe After Effects • Adobe Audition • Figma • Adobe XD • SolidWorks • Fotografia
- PowerPoint • Word • Excel • Notion • Jira • Trello • Asana

LANGUAGES

- English: Fluent
- Portuguese: Fluent
- Spanish: Intermediate
- French: Basic

PORTFOLIO

www.gabrielmadeiradesign.com/en