

CONTACT

Herbert Barros

Graphic Designer

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EDUCATION

User Experience (UX) and Interactive Design with Co-op

(May 2023 – Present)

CCTB - Canadian College of Technology and Business
Vancouver, BC

Graphic Arts Design

(15 months)

SENAI Graphic Arts - Industrial Learning National Service, Brazil

Web Designer

People Computing, Brazil

Turistic Information Agent

SENAC - Commercial Learning National Service, Brazil

SOFT SKILLS

Team player

Creative spirit

Reliable and professional

Organized & Detailed Oriented

Fast & Self Learner

Motivated

Open Minded

SUMMARY OF QUALIFICATIONS

- Highly motivated and results-oriented Graphic Designer with over 20 years of experience in branding, print design, and digital media.
- Proven ability to develop creative and effective visual solutions that meet client needs and exceed expectations.
- Able to develop visual identity projects, edit books, magazines and catalogs. Able to create pieces of advertising either for graphic or online media and to work as member of a webdesigning team.
- Skilled in tools like Adobe Photoshop and InDesign, Corel Draw and Figma and proficient in WordPress website development.
- Bilingual (English & Portuguese).

PROFESSIONAL EXPERIENCE

Graphic Designer

Freelance | Rio de Janeiro, Brazil and Vancouver, BC (June 2011 – Present)

- Developed brand identities, logos, brochures, posters, banners, and websites for clients in various industries, including automobile repair, motorcycle, health, technology, and robotic rehab.
- Provided exceptional customer service, collaborating closely with clients to understand their needs and deliver high-quality results.

Shelter Worker

Vancouver Aboriginal F. C. Society | Vancouver, BC (Aug 2023 – Present)

- Provided support to shelter guests by receiving them, controlling entrances and exits, and ensuring access to shelter materials and resources.
- Maintained a clean and safe environment for guests.
- Covered Supervisor's vacation.

Graphic Designer

Novos Elementos | Rio de Janeiro, Brazil (April 2010 – May 2011)

- Developed brand identity and logo design, folders, advertisements, email marketing, and web banners to meet customer needs.

Graphic Designer

MOTOBARRA (Motorcycle Dealership) | Rio, Brazil (August 2007 – March 2010)

- Created graphic designs for folders, posters, and advertising which led to a 56% increase of customers that entered the store.
- Administered company website and kept all content and materials up to date.

Graphic Designer

VARIG Brazilian Airlines | Rio de Janeiro, Brazil (February 1987 – July 2006)

- Designed and developed a wide range of graphic materials for the company's Training Department, including training materials, internal websites, marketing collateral, and internal advertising campaigns.
- Managed the company's Training Department website, creating engaging digital content and maintaining a user-friendly experience.
- This project effectively improved Training Information flow throughout the Company, what increased the demand for Trainings Programs.