

# Gabi Rocha

Multidisciplinary designer with 6 years of experience working across a range of areas, including visual identity, editorial design, and web design. Throughout my career, I have worked with brands such as MAM Brasil, FJLES, Paul Bridges, Instituto ATA, UN Women and Levisky Arquitetos.

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## WORK EXPERIENCE

### Junior Graphic Designer • Naru Design [Brazil • Remote • Mar/2022 – Present]

Designed editorial materials such as books, reports, and magazines, collaborating with multidisciplinary teams to ensure high-quality graphic design and visual storytelling. Created layouts for websites and reports, maintaining consistency with brand identity across platforms. Contributed to the implementation and expansion of branding strategies, adapting visual concepts to a variety of digital and print materials.

### Frelancer • Go Vocal [Belgium • Remote • May/2022 – Present]

Assisted in the development and implementation of the brand's new visual identity. Designed institutional materials for both online and offline platforms. Created informational materials, translating and adapting them for multilingual markets using tools like InDesign and Figma. Designed custom icons reflecting the brand's culture and values.

### Graphic Design Assistant • Desformatados [Brazil • Remote • Aug/2017 – Oct/2021]

Contributed to the finalization and launch of the studio's official website. Developed and customized responsive websites using WordPress and Elementor, ensuring optimized navigation across devices. Collaborated on the creation of brand identities, magazines, social media content, posters, guides, and event materials, maintaining strong visual impact and brand consistency.

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## EDUCATION

### Bachelor's Degree in Communication and Multimedia [Pontifícia Universidade Católica (PUC-SP) • São Paulo, Brazil • 2019]

### Technologist in Graphic Design [Universidade Paulista (UNIP) • Sorocaba, Brazil • 2014]

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## TRAININGS AND COURSES

### ID Class • Marcelo Kimura [Online • Expected completion: 2025]

Advanced training in creating and developing modern visual identities, combining theory and practical applications.

### Forma • Marcelo Kimura [Online • 2023]

In-depth exploration of Adobe Illustrator's functionalities, focusing on the creation of graphic pieces and visual identities for diverse platforms.

### Creating an Original Logo from Scratch • Elena Sancho [Online • 2022]

Comprehensive techniques for logo creation, from concept development to final delivery, including briefing and identity application.

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## SKILLS SET

### Graphic Design Tools

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Clip Studio Paint, Procreate.

### Web Design and Development Tools

WordPress, Elementor, JupiterX, Wix, Adobe XD.

### Video Editing Tools

Adobe Premiere, Adobe Express, After Effects.

### Other Tools

Microsoft Office, Keynote, Asana, Notion, Slack.

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## LANGUAGES

### Portuguese

Native

### English

Working Proficiency