Gabi Rocha

Multidisciplinary designer with experience across a range of areas, including visual identity, editorial design, and web design. Throughout my career, I have worked with brands and organizations such as MAM Brasil, FJLES, Paul Bridges, Instituto ATA, UN Women, and Levisky Arquitetos. Currently, my work is primarily focused on international clients.

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WORK EXPERIENCE

Freelancer • Bizzy
[Bélgica • Remoto • Apr/2025 – Present]

I supported the expansion and application of the brand identity across different channels. I created online and offline institutional and marketing materials, including presentations, campaigns, ads, social media content, and event materials. I also developed visual concepts, illustrations, mockups, animations, and website assets, collaborating with different teams across the company.

Freelancer • Go Vocal
[Bélgica • Remoto • May/2022 – Jul/2026]

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.

Junior Graphic Designer • Naru Design
[Brazil • Remote • Mar/2022 – Nov/2025]

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.

Assistente de Designer Gráfica • Desformatados
[Brazil • Hybrid • 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.

EDUCATION

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

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

TRAININGS AND COURSES

Nexus • Marcelo Kimura e Ruan Braz
[Online • Expected completion: 2026]

Course focused on teaching how to integrate AI into the creative process, from fundamental concepts and image generation to mockups and visual projects.

ID Class • Marcelo Kimura
[Online • Expected completion: 2026]

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.

SKILLS SET

Graphic Design Tools
Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Clip Studio Paint, Procreate, Canva.

Web Design and Development Tools
WordPress, Elementor, JupiterX, Wix, Adobe XD, Framer.

Video Editing Tools
Adobe Premiere, Adobe Express, Canva.

Other Tools
Microsoft Office, Keynote, Asana, Notion, Slack.

LANGUAGES

Portuguese
Native

English
Working Proficiency