

André Moscatelli

Graphic designer

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PROFILE

André Moscatelli is a multidisciplinary designer with over ten years of professional experience in the field of design, working as a freelancer, in advertising agencies or in company. Throughout his career, he has had the pleasure to collaborate with different teams and projects, and has worked on all kinds of media, from print to digital.

Moscatelli delivered projects, participated and managed teams in the areas of publishing, design and marketing. His capabilities allow him to analyze the user and business needs, craft captivating visual communications and identity systems in any support and present narratives and adapted concepts directly to stakeholders.

SKILLS

- Ability to generate creative and relevant ideas, from concept to delivery
- Experience of development and creation of infographics and data visualization
- Attention to detail without losing sight of the long-term vision
- Effective management of time and priorities

ABILITIES

- Mastery of Adobe Suite (Illustrator, Indesign, Photoshop, After Effects, Première, Figma, Adobe XD)
- Knowledge of UX process and best practices
- Creation of wireframes, icons, mockups and UI elements
- Vector illustration
- Motion design and video editing
- Knowledge of prototyping tools: Invision, HTML, CSS

AWARDS & ACHIEVEMENTS

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| Excellence award
The Society for News Design (SND) | 2021 |
| Multimedia coverage award
Inter American Press Association | 2015 |
| Excellence award
The Society for News Design (SND) | 2014 |

EDUCATION

- | | |
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| MBA, UX Design
Instituto Infnet - Brazil | 2022 |
| MBA, Branding
Faculdades Rio Branco - Brazil | 2018 |
| Bachelor in Design
UEMG - Brazil | 2006 |

LANGUAGE

French - spoken, written	Spanish - spoken, written
English - spoken, written	Portuguese - mother tongue

WORK EXPERIENCE

Graphic designer **2022-actuel**
Neuf Architect(e)s, Montréal

- Miscellaneous print and digital projects (promotional videos, illustrations, graphic summaries and data visualizations, folders, flyers, email signatures, illustrations etc)
- Analysis and data presentation in different media (print reports, videos)

Marketing and design manager **2017-2022**
Serpro, Brazil

- Creation and management of advertising campaigns for products and services in various fields, such as transport, education, data validation, technology etc
- Activation and management of paid social media campaigns (Google, Facebook, Instagram and Twitter)
- Planning and analysis of campaign results data
- Development and competition of the Serpro brand rebranding process (+ 65 years) with effective application in all 27 company branches
- Implementation and facilitation of various Design Thinking workshops, ateliers and co-creation sessions in the company or in partnership with customers

Design analyst **2015-2017**
Serpro, Brazil

- Creation of graphic summaries, reports and presentations
- Production of data and advertising animations
- Definition of the strategic positioning of products and services
- Creation of graphic material such as advertising, cards product flyers and materials for the Web
- Leading and facilitation of Design Thinking workshops

Information designer **2014**
Folha de São Paulo, Brazil

- Creation of print and digital infographics
- Elaboration of animations and video series
- Data visualisation and illustrations for the daily Folha de São Paulo and its website

Information designer **2013-2014**
IG - Advertising and Publishing, Brazil

- Creation of digital and print infographics
- Elaboration of web and hotsite interfaces
- Elaboration of datavis and promotional video animations

Editorial designer **2011-2013**
Editora Globo, Brazil

- Creation of digital and print infographics
- Design, illustrations and layout for Galileu Magazine, printed editions and iPad

Interactive designer **2008-2010**
Smart Design, Brazil

- Creation of website and application interfaces

For more information, please see the full profile on LinkedIn:
<https://www.linkedin.com/in/andremoscatelli/>