

RESUME

DIGITAL DESIGNER

SENIOR

Laura Fernandes

A Creative Senior Digital Designer working in the UK creative industry for +7 years creating professional presentations, websites, branding, accessible designs, editorials, video production/post-production, and AI integration with design.

PORTFOLIO & CONTACT

07450209225

lauravida.af@gmail.com

laurafernandes.online

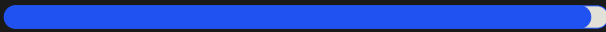


SKILLS SET

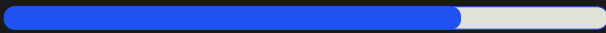
Web Design



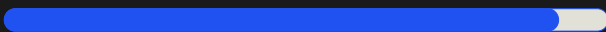
Presentation Design & Pitch Work



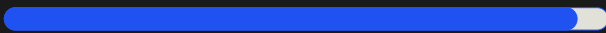
Video Editing & Motion Design



Editorials & Print



Project & People Management



WORK EXPERIENCE

+7 YEARS

Tiktok

may 2023 - present

Integrated designer

Responsible for creating motion and graphic assets tailored for the TikTok platform, ensuring they are engaging and visually appealing; manage junior team members and oversee various tasks to maintain a smooth workflow; execute thorough quality and consistency checks to ensure that all content meets the highest standards.

Publicis Media

jun 2022 - dec 2023

senior designer

Responsible for managing and leading the creation of pitch designs, brainstorming innovative ideas to enhance presentations. Creation of master slides for presentation design and oversee junior team members and their tasks. Also creating internal branded assets and social media content.

Avado Learning

jul 2019 - jun 2022

midweight designer

Creating engaging e-learning assets for social media, e-courses, product, and internal use. Collaborating with other peers to ensure consistency and creating a strong brand presence. Focus on accessibility, making sure that all users can navigate and interact with the platform effectively.

Pacific Sec.

oct 2017 - feb 2019

social & web designer

Creating email marketing campaigns and designing the company's products and websites. My role ensured that the brand remains consistent across all platforms and that marketing materials are effectively delivered, contributing to the company's social engineering products and approach, ensuring that the strategies and tools are effective in influencing user behavior and enhancing cyber security.

EDUCATION (BR)

PUC & UNA

creative advertising & mkt

SAGA

graphic and web design

BRANDS I WORKED WITH

Rolex * Disney * DP World * TikTok
Carlsberg * Zoopla * Clarins * Spark
Aldi * Tesco * Asda