

André Moscatelli

Graphic and Motion 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, both in the public and the private sectors. 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 design, advertising 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 adapt 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
- 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

Excellence award 2021
The Society for News Design (SND)

Multimedia coverage award 2015
Inter American Press Association

Excellence award 2014
The Society for News Design (SND)

EDUCATION

MBA, UX Design 2022
Instituto Infnet - Brazil

MBA, Branding 2018
Faculdades Rio Branco - Brazil

Bachelor in Design 2006
UEMG - Brazil

LANGUAGE

French & English: spoken, written; Portuguese: mother tongue

WORK EXPERIENCE

Graphic & motion designer 2022-actual
Neuf Architect(e)s, Montréal

- Creation of presentations, reports, brand special projects and coordination with suppliers
- Design and development of videos and motion graphics
- Axonometric illustrations and diagrams
- Photo editing of people and projects
- Development of visual content on different media
- Heuristic evaluation of the company's portal and intranet and documentation for continuous improvement

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

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