



CAIO MACEDO

DESIGNER, UI/UX CURIOUS, BRANDING ENTHUSIAST AND,
BY CHANCE, ADVERTISER.

PROFESSIONAL EXPERIENCE

Design and Advertising Intern

International Cooperation Office - UFF

07/14 - today

Responsible for the creation of graphic material to promote Universidade Federal Fluminense to students of another countries. Also in charge for content to ICO's social media networks and doing the contact with the students through SM.

Diagramming Colleger

Outreach in Focus Journal (UFF)

04/14 - today

Diagramming of the print editions of *Outreach In Focus* newspaper, which aims to promote the reality of Outreach activities on Universidade Federal Fluminense.

Volunteering in Creation and Digital Creation

Vitamina UFF

03/15 - today

Vitamina UFF brand promotion through the development of the conceptual and graphic structure for the event Vitamina UFF, maintaining and creating websites and hotsites according to the demand and with content production to social media.

Freelance Designer

Exato Produtora

10/14 - 03/15

Producing graphic material (*online* and *offline*) to the clients of the producer.

OTHER EXPERIENCES / RECOGNITIONS

Designer and Art Director

Saúde Naval / Brazilian Navy

03/15 - today

The Saúde Naval (Naval Health) is a project of reformulation and restructure of the Brazilian Navy's Health System focusing on humanization and optimization of communicational and physical resources aiming for a better service for the users.

Prize in Graphic Design

Intercom Southeast Region Prize

2014

The piece *Brands for the Department and Course Coordination for the UFF's Undergraduate Course of Social Communication* were considered the best Graphic Design product of the Southeast region by the Society of Interdisciplinary Studies in Communication (Intercom) in 2014.

Prize for Integrated Communication Project

Intercom Southeast Region and National Prize

2013

Brazilian Navy's Summer Operation were considered the best Integrated Communication Project by the Society of Interdisciplinary Studies in Communication (Intercom) in 2013.

Designer and Art Director

Brazilian Navy's Summer Operation

08/12 - 03/15

On 2012, Brazilian Navy and UFF started a Integrated Communication Plan for the 2012/2013 summer aiming for the innovation and including an online and offline advertising campaign focusing on reducing the number of nautical accidents educating and involving the population as one.

CONTACT

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EDUCATION

Undergraduation in Media Studies

*UFF - Universidade Federal Fluminense
1st Semester — finishing on 12/2018*

Undergraduate in Advertising

*UFF - Universidade Federal Fluminense
Finished on 03/2016*

MINOR in Entrepreneurship and Innovation

*UFF - Universidade Federal Fluminense
Finished on 12/2015*

Technician in Civil Construction with High School Degree

*Escola Técnica Estadual Ferreira Viana
Finished on 12/2011*

SKILLS / COURSES

Photoshop + Illustrator

Mac OS + iWork

Final Cut

HTML + CSS + WordPress + SQL

Facebook Ads

Google AdSense + Google Analytics

Scup

Finished on 16/12/14

Media Training

Associação de Imprensa da Barra (AIB)

Finished on 09/11/15

Brand Marathon

LAJE / Ana Couto Branding

Finished on 08/08/15

Speeching and Argumentation

Universidade Castelo Branco (UCB)

Finished on 19/11/15

UX Bootcamp

Istituto Europeo di Design + HUGE

Finished on 30/01/16

PROFESSIONAL PROJECTS

Events of Internacional Cooperation Office - UFF in partnership with the Academic Cooperation Association
In progress in 2016

Redesign of Pangeia, International Cooperation Office's management system
In progress since january 2016

UFF's Opportunities Showcase
In progress since march 2016

Universidade Federal Fluminense's websites redesign project focusing on Usability
Finished on march 2016 (Undergraduate Final Work)

Saúde Naval / Brazilian Navy
In progress since march 2015

UFF Ativa
Finished on december 2015

150 Years of the Naval Battle of Riachuelo
Finished on march 2015

UFF Mobile App Redesign
Finished on january 2015

Vermelho e Branco da Z-10 Carnival Block
Finished on november 2014

more at withatouchof.caiomacedo.com
or at behance.net/cvmacedog

FOREIGN LANGUAGES

Advanced English
Finished on 12/2011 – WIZARD Brasil
TOEFL iTP – 567/677 – Made on 04/15
TOEIC – 750/850 – Made on 04/12
Intermediate Spanish
Basic French

ACADEMIC RESEARCH AREAS

Visual Communication
Graphic Design
Branding
User Interface/User Experience (UI/UX)
Integrated Communication

more at lattes.cnpq.br/8084021024359088

