



CAIO MACEDO

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

PROFESSIONAL EXPERIENCE

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.

Designer

International Cooperation Office - UFF

07/14 - 04/16

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.

Freelance Designer

Exato Produtora

10/14 - 03/15

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

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.

OTHER EXPERIENCES / RECOGNITIONS

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.

Diagramming Intern

Outreach in Focus Journal (UFF)

04/14 - 04/16

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

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.

Webdesigner and Graphic Designer

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 hotspots according to the demand and with content production to social media.

CONTACT

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portfolio withatouchof.caiomacedo.com

EDUCATION

Undergraduate in Advertising

UFF - Universidade Federal Fluminense
Finished on 04/2016

Undergraduation in Media Studies

UFF - Universidade Federal Fluminense
3rd Semester - finishing on 06/2019

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

HTML + CSS + WordPress + SQL

Facebook Ads

Google AdSense + Google Analytics

Polo Criativo

Finished on 03/17 and 05/17

Media Training

Associação de Imprensa da Barra (AIB)

Finished on 11/15

Brand Marathon

LAJE / Ana Couto Branding

Finished on 08/15

Speeching and Argumentation

Universidade Castelo Branco (UCB)

Finished on 11/15

UX Bootcamp

Istituto Europeo di Design + HUGE

Finished on 01/16

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

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