Filipe Angelo Medeiros

Senior Graphic Designer | Brand, Print, and Marketing Design

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SUMMARY

Senior graphic designer with 9+ years of brand and marketing design across agencies and in-house teams, and 100+ projects delivered. I design brand systems and the materials that carry them: brand guidelines, campaigns, event kits and booths, sales decks and RFP proposals, print, social, email, video, and web. I take print work through production, have run 20+ events and booths from brief to delivery, and work directly with printers and stand builders. At Juspay, a global payments company, I design for the Latin America marketing team alongside product marketing and sales. I use AI tools (Claude, Figma MCP, Firefly) to speed up research and production; concept and visual direction stay with me.

SKILLS

Brand: Brand Identity, Brand Guidelines, Visual Systems, Art Direction, Co-branding, Brand Campaigns, Naming, Brand Attributes

Print and Events: Print Production (CMYK, bleed, crop marks), Event Identity, Booth and Trade Show Graphics, Signage, Event Kits, Branded Merchandise, Packaging, POS, Supplier Management, Budgets

Marketing and Sales: Sales Decks, RFP Proposals, Presentation Design, Social Media Design, Email Marketing, Landing Pages, Campaign Assets, Localization

Digital and Motion: Web Design, UI/UX Design, Prototyping, Motion Graphics, Launch and Explainer Videos, Video Editing

AI Workflows: Generative AI, AI Art Direction, AI Agents, AI-assisted Design Production

Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Firefly), Figma, PowerPoint, HubSpot, Salesforce Marketing Cloud, Claude, Claude Code, Figma MCP, Gemini (Nano Banana), Magnific, Midjourney

PROFESSIONAL EXPERIENCE

Senior Designer (Brand and Marketing, LATAM)
Juspay | São Paulo, Brazil | Hybrid — May 2026 to Present

- Design event identities, trade-show booths, and printed event kits for the Latin America marketing team (Brazil and Peru), including the Juspay booth at Fórum E-Commerce Brasil 2026, the largest e-commerce event in Brazil.
- Created the identity and full printed kit for Travel Lab: Edição Brasil, a closed-door event for airline and travel leaders co-hosted with Riskified (roll-ups, badges and lanyards, presenter cards, table displays, menu, and gift voucher), and ran production: item list, quotes, supplier negotiation, and delivery through event day.
- Design sales decks and RFP proposals with the sales team, turning dense technical content into one scannable page per topic; delivered a 36-page sales deck in under 4 hours.
- Design LinkedIn campaigns for regional accounts and spokespeople, and adapt global brand material into Portuguese for the Brazilian market.
- Direct and produce launch and explainer videos, including a 30-second checkout launch video for LATAM Pass, and build clickable demo prototypes for sales calls.

Brand Designer
LG lugar de gente | São Paulo, Brazil | Remote — Jul 2024 to Apr 2026

- Looked after the brand of one of Brazil's largest HR tech companies. Directed the second edition of the brand guidelines to add the application rules suppliers were missing; an agency built it under my direction.
- Brought internal communication under the master brand with one palette, proprietary element, and photography style, and wrote its rules into the brand guidelines.
- Created the concept and visual system for “Tecnologia que transforma”, a campaign that moved the brand toward technology and innovation, rolled out to event signage, a backlight, presentations, social, and the newsletter.

- Designed the visual signature and co-branding rules for União de Gigantes, a joint event with Oracle, applied to the invitation, lanyards, and branded merchandise.
- Defined brand attributes, started the brand health research, and created visual identities for the directors who speak for the company.
- Designed the email campaign, sent through Salesforce Marketing Cloud, that recruited respondents for the brand health research.
- Managed print and event suppliers end to end and gave art direction for the corporate website and landing pages.

Design Analyst
Gentrop | São Paulo, Brazil | Remote Aug 2021 to Jan 2024

- Designed identity, campaigns, and digital material for a Google Cloud Premier Partner, including co-branded material within Google's brand guidelines.
- Led naming for new products from research and brand frameworks to the final name.
- Built email campaigns in HubSpot and Salesforce Marketing Cloud, and landing pages in HubSpot.
- Produced ebooks, YouTube videos, and motion graphics, and ran internal design workshops.

Graphic Designer
Mattiz | Criciúma, Brazil | On-site Dec 2019 to Jan 2021

- Created campaigns, social media content, and motion graphics for three multinational industrial clients (aluminum and plastics) in parallel.
- Designed packaging, POS displays, billboards, and corporate collateral through to print production.

Social Media Designer
Hugs Agência | Brazil 2018 to 2019

- Created social media content for several agency clients on high-volume, fast-turnaround schedules.

Web and Graphic Designer
Fusion Vegas | Nevada, U.S. | Remote Dec 2017 to Jun 2019

- Designed website layouts, digital marketing materials, and corporate presentations for a U.S. company, working directly with the owner on briefs and approvals.
- Produced institutional videos and motion graphics for brand and promotional campaigns.

EDUCATION

Postgraduate Degree in Branding
ESPM, Escola Superior de Propaganda e Marketing | São Paulo, Brazil 2025

Bachelor's Degree in Design and Visual Communication
UNISATC, Centro Universitário SATC | Santa Catarina, Brazil 2020

CERTIFICATIONS

Miami Modular: Visual Impact | Miami Ad School 2026
I'mmo: Brand Attributes and Vallo: Brand Values | The Ugly Lab 2024
Hello: Naming Certification | The Ugly Lab 2021

LANGUAGES

Portuguese: Native | **English:** Full professional proficiency