



CONTACT



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Brazil, Rio de Janeiro



www.paulaseabra.com.br

PROFESSIONAL SKILLS

Photoshop

Illustrator

InDesign

After Effects

Adobe Premiere Pro

Adobe XD

Adobe Lightroom

Figma

LANGUAGES

English - Fluent/Advanced

Brazilian Portuguese - Native

PAULA SEABRA

GRAPHIC DESIGNER



PROFILE

- Highly organized Communications Specialist with 18 years in the communications field.
- Areas of expertise includes creation and graphic production of all printed material, brand and visual identity development, visual design for social media, advertising campaigns (print and digital) and motion design.
- Native portuguese speaker with advanced english skills.
- Self-motivated, highly creative innovator with cutting-edge technical knowledge and extensive design experience in print, advertising, social media, marketing, and illustration.
- Competent collaborator/consultant within complex business/systems environments, working with multidisciplinary teams and enterprising clients from conceptualization to product integration and implementation.
- Adapts rapidly to new technologies, standards, and ideas and possesses strong interpersonal skills including focused listening, analytical thinking, diverse sensitivity, effective communication, and goal-driven leadership.



WORKING EXPERIENCE

GRAPHIC AND VISUAL DESIGNER (REMOTE)

W3haus - Sao Paulo - Brazil

2023- 2024

Creative digital agency

- Graphic design expert specializing in social media content creation for Petrobras
- Experienced in video editing, motion design, and graphic production for Petrobras digital platforms.
- Developed creative strategies to enhance Petrobras' social media presence
- Collaborated with interdisciplinary teams to deliver impactful designs aligned with branding guidelines
- Managed multiple projects with strict adherence to deadlines and quality standards
- Emphasized user-centered design principles in all work
- Actively engaged in continuous professional development to stay current with industry trends

GRAPHIC DESIGNER (REMOTE)

Bird Communication - Sao Paulo - Brazil

2021 - 2022

A creative design and branding studio

- Design of motion graphics to boost social media engagement
- Generate original and engaging ideas
- Help to imagine and build rich brand stories.
- Create the most effective design solutions on a variety of projects.
- Video editing for social media and institutional campaigns

GRAPHIC DESIGNER SPECIALIST

FSB Communication - Rio de Janeiro - Brazil

2017-2021

- Implemented the Employee Communications sector and the branding in all internal materials.
- Concept and design of strategic visual communications.
- Create daily content for social media
- Design of motion design to social media



PAULA SEABRA

GRAPHIC DESIGNER

SOCIAL



@paulaseabra



paulaseabra



@coda.digital



paulaseabra

AWARDS

SOCIAL MEDIA GOV AWARD -

INFLUENCER CATEGORY.

Petrobras/ W3 Haus

2024 - Brazil

17TH ABRASCA AWARD

Best Annual Report

2nd place in the Closed

Companies category

Concer/ Brick Agency

2015 - Brazil

HOBBIES



Run-
ning



Cycling



GYM



WORKING EXPERIENCE (CONTINUE)

CREATIVE DESIGNER

Brick Communication Agency - Rio de Janeiro - Brazil

2014-2017

- Design logos, flyers, and other graphics for multiple clients
- Create Instagram posts and stories to spread brand awareness

GRAPHIC DESIGNER SPECIALIST

Dominio Publico Communication Agency - Rio de Janeiro - Brazil

2013-2014

- Designed and produced digital marketing content, newsletters, support material for sales and clients (programs, flyers, posters, brochures and others).
- Established the company's stationery and presentation material.
- Managed promotional campaigns from creation through execution.

GRAPHIC DESIGNER SPECIALIST

Link Communication Agency - BH | MG - Brazil

2012-2013

- Logo concept and design
- Design and layout of any collateral materials
 - brochures, flyers, inserts, magazines
 - business cards, letterhead, envelopes and others.

GRAPHIC DESIGNER SPECIALIST

PRESS Communication Agency - BH | MG - Brazil

2011-2012

- Design and layout of brochures, flyers, inserts, magazines
- Design and layout of infographics for magazines and brochures



EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Estacio University - Rio de Janeiro - Brazil

2017-2016

- Marketing

GRADUATE COURSE

Minas Gerais State University - Brazil

2009-2012

- Design Management for Micro and Small Enterprises

BACHELOR'S DEGREE

UNI-BH - University of Belo Horizonte, Minas Gerais - Brazil

1999-2003

- Communications and Advertising