Lucas Lopes
Product Designer & Branding

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Education

Centro Universitário Belas Artes
CLASS OF 2023 (EXP.) / SÃO PAULO, SP
Postgraduate of Art Direction

Centro Universitário Belas Artes
CLASS OF 2018 / SÃO PAULO, SP
Bachelor of Graphic Design

Skills / Tools

Skills	Tools
Branding	Photoshop
Key Visuals	Illustrator
Visual Design	Adobe XD
Product Design	Figma
Interaction Design	
Design Research	
Prototyping	
Wireframing	
Mockups	

Languages

Portuguese	English	Spanish
Native	Advanced	Basic

Experience

bayz / Partnership Designer
JAN 2023 - PRESENT / SÃO PAULO, SP
Partnerships Team; responsible for the creation of KVs, pitch deck visuals, branding and layouts in general.

Garena / Lead Designer
JAN 2021 - SEP 2022 / SÃO PAULO, SP
Responsible for the Free Fire Esports design team, visual identity, products and services, branding, creation of KVs, brand guidelines etc.

Garena / Graphic Designer
JAN 2020 - DEC 2020 / SÃO PAULO, SP
As part of the Free Fire product team, I was responsible for creating KVs, assets for social media and print, branding etc.

Norte Marketing Esportivo / Senior UX & UI Designer
MAY 2019 - JAN 2020 / SÃO PAULO, SP
Designer of interfaces and user experience of products and services of the Ativo brand.

Freelancer / UX, UI & Graphic Designer
SEP 2014 - DEC 2019 / SÃO PAULO, SP
Branding, UI & UX, application and website prototypes, image editing and layouts in general.

Grupo 2MI / UX, UI & Graphic Designer
SEP 2014 - DEC 2019 / SÃO PAULO, SP
Branding, UI & UX, application & website prototypes and layouts in general.

Universidade do Papel / Art Director
APR 2016 - MAR 2018 / SÃO PAULO, SP
Creation and Planning - Responsible for the visual identity of the company. Website creation, physical and digital materials, promotions, etc.

Artemidia Gráfica e Editora / Graphic Designer
JUL 2014 - NOV 2014 / SÃO PAULO, SP
Creation of assets and layouts in general, books and magazine design.

Copyart Lins / Graphic Designer
JAN 2011 - NOV 2013 / JAN 2015 - NOV 2015 / LINS, SP
Creation of assets and layouts in general, file setup for offset and digital printing and plotter printing.