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1320 Boul de Maisonneuve E, Montreal, QC, H2L 2A5

The skills

Industry knowledge

Print Media

Digital Media

Color Theory

Concept Development

Creative Strategy

Illustration

Marketing Communications

Production Process

Storytelling and Storyboarding

Typography

Tools & Technologies

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe After Effects

Adobe Premiere Pro

Adobe XD

Google Webdesigner

HTML & CSS & Wordpress

Microsoft Office

Bootstrap

Languages



English



French



Portuguese

Strengths



Creative Strategy



Storytelling



Typography

Experience



2017 - 2019

Multidisciplinary designer at Osi Inc.

Main responsibilities:

- Design and integrate responsive emails, web banners, landing pages, and other digital marketing materials, from ideation to HTML integration.
- Create and develop creative concepts and strategies for B2B marketing, as well as manage printed materials from conception to the print.

Achievements:

- Responsive email marketing campaigns implementation.
- Hoya Vision Care Canada multidisciplinary (Spare Pair Bliss) campaign comprehending CRM marketing, promotional landing page and print materials (such as brochures and posters).



2016-2017

Web designer at Autotrader.ca

Main responsibilities:

- Design, create, code and test a wide range of web ads in addition to estimating the time required for each project.
- Communicate with clients and work in partnership with full stack developers.
- Responsible for the design of internal communication developed in partnership with HR department.

Achievements:

- Redesign of employee portal (new design for intranet pages).



2015-2016

Multidisciplinary designer at Gabriel Groupe Automobile

Main responsibilities:

- Create a variety of print advertising tools and various web tools for the group's 24 dealers.
- Plan, organize and coordinate multiple projects as well as track various worklists with external partners and other team members.

Achievements:

- Responsible for migrating web banner ads from GIF to HTML5.
- Audi Gabriel "We get out of our way for you" campaign for La Presse+



2012-2014

Art director at Umbigo do Mundo Comunicação → Sao Paulo | Brazil

Main responsibilities:

- Collaborate with copywriters, printers, illustrators and account managers to develop advertising campaigns.
- Coordinate photoshoots and brief photographers, stylists, and location finders

Achievements:

- Transamerica Comandatuba Campaign 2013



2009-2012

Entrepreneur at Diferente time de ideias → Sao Paulo | Brazil

Main responsibilities:

- Creative direction
- Prospecting and managing clients and staff

Achievements:

- Organization and supervision of photo and video shooting sessions.
- Art direction and animation of the internet movie 4 peace for Galileu magazine (Editora Globo)





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Honours & awards Experience

Second Place

2013
Hommage à ma Tribu Montréal video contest

Silver Medal

2006
Wave Festival In Rio - Ambient Media Category

Silver Medal

2006
Wave Festival In Rio - Billboards And Street Furniture Category

Bronze Medal

2004
Typography Poster Contest ADG Brazil + Miami Ad School

Interests and hobbies:

- Film
- Storytelling
- Comics
- Video games
- Consumer Behavior
- Fashion
- Illustration
- Street art
- Psychology
- Photography
- Music

A little about me.

Hello, my name is Farah.

I started my career many years ago and in this journey, I have been able to accumulate extensive experience in print and multimedia design, as well as a creative strategy. I possess a get it done attitude and I am accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. I value working as a team and brainstorming ideas but I can also work independently.

My passion for pixel perfect designs made me what I am today: someone skillful, experienced and unafraid of new challenges.



2008-2009

Art director at QG Propaganda → Sao Paulo | Brazil

Main responsibilities:

- Work with other industry professionals such as copywriters, photographers, marketers, web developers, among others to generate engaging advertising campaigns.

Achievements:

- Institutional Campaign *OAB Brasil*, that is the Brazilian Law Bar Association, comprehending tv and radio spots as well as magazine, newspaper and web banner ads.



2006-2008

Jr art director at Repense Comunicação → Sao Paulo | Brazil

Main responsibilities:

- Ideation and concept development process
- Production of sketches, storyboards and roughs to communicate ideas and concepts to the team (creative director, copywriters and designers as well as to the strategic planning team)and clients

Achievements:

- Campaign *Não é só saber falar inglês é saber o que dizer*, in English "It is not about knowing how to speak English, it's knowing what to say" comprehending a series of low budget poster and newspaper ads.



2004-2006

Senior designer at Grupo Full Jazz → Sao Paulo | Brazil

Main responsibilities:

- Oversee all design projects, from conception to delivery of final products and review junior designers' work to ensure high quality.

Achievements:

- 2 award-winning campaigns of guerrilla marketing: *Farmais - Prescription Drugs* and *Alphagraphics Awareness Campaign Against Tobacco*.



1999-2004

Designer at 2.0 Comunicação → Curitiba | Brazil

Main responsibilities:

- Assist and support the graphic design team in the creation of innovative marketing communications materials.

Achievements:

- *Learn, learn, learn!*

Education



2013 - 2014

Interactive Web Design and Digital arts

Collège Inter-Dec in Montréal



2009

Cultural Management Specialization

ECA - Escola de Comunicações e Artes da USP Universidade de São Paulo in Sao Paulo | Brazil



2002 - 2004

Art Direction Specialization

The international institute of creative innovations in Sao Paulo | Brazil including semester with an internship abroad at Miami Ad School in Stockholm



1998 - 2001

Bachelor's degree in Advertising and marketing

PUCPR - Pontifícia Universidade Católica do Paraná in Curitiba | Brazil

