



Maressa Medina

[Linkedin](#) | [Behance](#) | maressavm174@gmail.com | +55 48 99114-3141

Multidisciplinary designer with a background in **Graphic** and **Product Design** and an **MBA in Strategic Marketing**. I specialize in **building distinctive visual identities**, packaging, and **branded experiences** that **connect emotionally** and **strategically** with **audiences**. My work blends **storytelling**, **visual consistency**, and **business insight** to help brands stand out, evolve, and thrive across **physical** and **digital touchpoints**.

Key Areas of Expertise

Design & Tools

Figma
Framer
Adobe Suite (Photoshop, Illustrator, After Effects, Premiere, Indesign)
Capcut
WordPress
Elementor
WooCommerce
Webflow
Canva
HTML, CSS, Javascript

Artificial Intelligences

ChatGPT
MidJourney
Stability AI
Leonardo AI
KREA AI
Runway ML
Pika Labs
Adobe Firefly
Stitch
Uizard

Expertise

Product Design
Brand Identity
Packaging Design
UI/UX
Illustration
Website

Languages

Portuguese (Native)
English (Advanced)
Spanish (Conversational)

Experience

JB3 Investimentos [UI/UX & Graphic Designer]

August 2024 – Present

Leading investment advisory firm recognized nationally for top-rated client service (NPS).

- Led a comprehensive **rebranding initiative**, redefining the company's visual identity to **align with its strategic goals**. **Designed** institutional **materials**, internal communications, and marketing assets, ensuring **consistent brand delivery** across *all products*.
- **Produced** content for social media channels, including **posts**, **carousels**, and **videos**, to enhance brand visibility. Created **landing pages**, **illustrations**, and **packaging designs** for campaigns, strengthening engagement and recognition.
- Conceived and executed the **JB3 Store**, developing a digital platform with an internal currency system to automate product and gift distribution for advisors.
- Designed the **Advisor Page**, streamlining access to marketing materials, manuals, and commonly used links. Built templates for presentations and Google Slides, plus branded covers for LinkedIn, WhatsApp, and social media, supporting cohesive communication.

Technologies used: Figma, Photoshop, Illustrator, Premiere, Capcut, Wordpress, Elementor, Canva, ChatGPT, Runway, Pika Labs, MidJourney, Stitch, Lovable, Notion, Miro, Maze, Zeplin.

Danki Code AI [UI/UX & Graphic Designer]

July 2023 – July 2024

Tech company developing a suite of innovative AI-driven products.

- Established **visual identities** for multiple **AI-driven digital products**, overseeing the **design process** from **research to final implementation** — from logo design to social media assets and website projects.
- Designed **landing pages** and **dashboards** with a focus on **usability** and seamless product experiences.
- Partnered with cross-functional teams, including **developers**, copy **strategists**, and social media managers, to ensure design strategies supported broader digital marketing objectives.

Technologies used: Figma, Photoshop, Illustrator, ChatGPT, MidJourney, Leonardo AI, Wordpress, Elementor, Webflow, Maze.

Mentory Academy [Graphic Designer]

April – June 2023

Creative education platform offering mentorship-focused programs in design and digital careers.

- Created **brand books** for high-ticket brands and delivered cohesive **visual content** for social media platforms. Designed **marketing campaigns** for paid traffic and performance, aligned with **Google Ads** and **email marketing** initiatives.
- Built SEO-friendly, responsive **landing pages** using Elementor, improving visibility and engagement during product launches.

Technologies used: Figma, Photoshop, Illustrator, Leonardo AI, ChatGPT, Wordpress, Elementor, Webflow.

Prix Tech [UI/UX & Graphic Designer]

January 2022 – March 2023

Healthtech company developing digital solutions for B2B healthcare operations and internal communication.

- Directed the **visual identity of B2B health** tech platforms, maintaining consistency across digital and print media. Created **branding assets** and **design systems** for social media, internal marketing, and corporate events.
- Conducted user **testing (A/B)** to refine visual direction and tone.

Technologies used: Figma, Maze, Illustrator, Photoshop, Notion, Zeplin.

Hoplon [Graphic Designer]

April – October 2021

Game development studio best known for creating immersive multiplayer experiences like Heavy Metal Machines.

- Designed **key visuals** and **branding** for **in-game UI** and game-related marketing materials.
- Created cohesive **graphic packs** for **email campaigns**, **patch releases**, and **social content**.
- Ensured **brand alignment across all promotional campaigns** in collaboration with art and marketing teams.

Technologies: Figma, Jira, Photoshop, Illustrator, Miro, After Effects.

Lackto [Graphic Designer]

June – December 2020

Jewelry brand known for memory-preserving pieces.

- Designed **branding materials** for e-commerce campaigns, **integrating AR** for enhanced visual interaction.
- Developed **Instagram filters** and **social posts** to reflect the brand's playful identity.
- Created **marketing visuals** such as **banners**, **email campaigns**, and seasonal branding assets.

Technologies used: Figma, Spark AR, Photoshop, Illustrator, Hubspot.

GYEON QUARTZ BRASIL [Graphic Designer]

October 2019 – May 2020

Premium car care brand offering detailing products, localized for the Brazilian market.

- **Designed print and digital assets** including brochures, manuals, and corporate presentations.
- Led branding of the brand's first **Brazilian store**—creating marketing, packaging, and interior visual elements.
- Ensured **alignment with the brand's international visual identity** while adapting to local context.

Technologies used: Figma, Photoshop, Illustrator, Notion, Keynote, Wordpress, Elementor.

Projects

Orda

May 2025

Orda is a **fintech startup** building **Web3 infrastructure** to enable real-time, **cross-border payments** using blockchain, stablecoins, and traditional banking rails. The platform is designed to **eliminate hidden fees and simplify financial transactions** for businesses and individuals. I was responsible for **crafting the brand's visual identity**, ensuring it communicated trust, innovation, and accessibility in a complex technological space.

Forsaken

May 2023 – January 2025

Forsaken is a bold **streetwear label** based in Brazil that speaks directly to **gamers, anime fans**, and cultural outsiders. More than just a clothing brand, **Forsaken** is a movement celebrating **rebellion** and **authenticity**. I led the creative direction of the project — from **visual identity** and **illustration** to **co-creating products** and participating in **UX research**.

Sigilo

May 2023 – January 2025

Sigilo is a chaotic and comedic **card game** created by the streetwear brand Forsaken, designed to spark laughter, test friendships, and create playful conflict within any group. I contributed to the **visual development of the game** — **designing cards, crafting illustrations**, and **building a visual language** that aligned with Forsaken's irreverent brand identity.

No Jardim

May 2025

No Jardim is a **creative experience** dedicated to crafting unforgettable **gatherings for women**. For this project, I **illustrated** the founders for **custom wine labels**, created **personalized caricatures of each guest** on wine bags, and performed a **live mirror painting during the event**, blending storytelling and art to enhance the overall atmosphere.

Education

Graphic Design, UNIVALI

2016 – 2021

Final Project: "Redesign of the Minha Univali App" -

Conducted **usability tests** and user journey mapping to **enhance app accessibility** and user experience.

Product Design, Federal University of Santa Catarina (UFSC)

2016 – 2022

Final Project: "Development of a Sunglasses Collection Inspired by Japanese Animation" -

Combined target audience research, cultural analysis, and prototyping to **create a product line resonating with anime enthusiasts**.

Published Paper: "Social Design: Board Game for Children's Shelter" -

Developed a **board game** to support the integration of **children in foster care**, presented at the VII ENSUS – Sustainability in Design Meeting (2019).

MBA in Strategic Marketing, IPOG

2021 – 2022

Thesis: "Changes in Digital Marketing Caused by the COVID-19 Pandemic" -

Analyzed **trends** and visual **transformations** in **brand communication** during the **pandemic**.

MBA in Literature, Arts and Philosophy, PUC-RS

Present

Certifications

Design Thinking (Alura)

UX Research (Alura)

UX Project (Alura)

UX Strategy (Alura)

UX Usability (Alura)

Advanced Google Ads (Alura)

Advanced Prompt

Engineering (LinkedIn)

Generative AI Skills for Creative

Content (LinkedIn)

Generative AI Imaging (LinkedIn)

Midjourney: Tips and Techniques
(LinkedIn)

Excel and ChatGPT: Data Analysis
(LinkedIn)

Systems Thinking (LinkedIn)