

JULIARA FIGUEIREDO VASCONCELOS

Digital Designer & Video Editor

Portugal | [Email](#) | +351 911759841 | [Portfolio](#) | [LinkedIn](#)

Professional Profile

Creative professional with over 10 years of experience in visual storytelling, digital design, and video production. Specialist in translating strategic concepts into high-impact visual assets. Proven track record in bridging the gap between aesthetic branding and performance-driven digital content. Highly autonomous, tech-forward, and adept at leveraging AI-powered workflows to enhance creative output. Committed to a high standard of craft, iterative design, and clear visual communication.

Core Competencies

- **Video Production:** Short-form video (Reels, TikTok, Shorts), storytelling, pacing, hook creation, sound design, and multi-platform adaptation.
 - **Graphic Design:** Digital Ad Design, Visual Hierarchy, Branding, Presentation Decks, and Web Assets.
 - **Technical Stack:** Adobe Creative Suite, Figma, Premiere Pro, After Effects, CapCut, DaVinci Resolve, Affinity.
 - **Web & CMS:** UI/UX principles, Squarespace, Framer, WordPress, and responsive layout design.
 - **Professional Mindset:** Autonomy, proactive problem-solving, deadline management, and collaborative remote workflow.
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Professional Experience

Graphic Designer & Multimedia Strategist | Freelance / Content Creation | 2019 – Present

- **Ad Concept & Production:** Conceptualise and execute high-performing ad campaigns (Meta/Google), balancing visual appeal with performance-driven messaging.
- **Video Storytelling:** Edit and produce dynamic, short-form video content using Adobe Premiere and After Effects; consistently improving audience retention metrics.

- **Brand Cohesion:** Manage visual identity for multiple brands, ensuring intentionality across all touchpoints, from social media to email marketing.
- **AI-Enhanced Workflow:** Implement innovative AI tools to streamline production, accelerate creative prototyping, and apply high-impact visual effects.
- **Project Management:** Manage simultaneous design and video projects with high attention to detail, ensuring delivery-ready assets under tight deadlines.

Digital Communications & Design | Bloom ESG | 2024 – Present

- Lead the visual strategy and layout maintenance for institutional websites, ensuring brand architecture is followed while optimising for user experience and engagement.

Creative Content Creator | ZonaC | 2016 – Present

- Lead end-to-end production for a YouTube channel focused on pop culture; manage creative direction, scriptwriting, and post-production.
- Develop consistent editing styles and graphic assets to maintain a high-growth audience engagement.

Social Media Design & Video Production | eSports Fundação | 2026 – Present

- Provide volunteer creative direction and video editing for local esports, delivering professional-grade visual collateral for competitive community events.

Education

- **BA in Product Design** | Universidade Cruzeiro do Sul

Languages

- **English:** Fluent (Professional working proficiency)
- **Portuguese:** Native