

Personal Info

- +55 51 9 92151917
- viniciusdroves@gmail.com
- Cachoeirinha - RS, Brazil

Skills

- Figma
- After Effects
- Photoshop
- Illustrator
- FigJam
- Wordpress Elementor
- Framer

Languages

- English
- Portuguese

Vinicius Candaten Droves

UI/UX Designer

With over 10 years of experience in design and digital market, I currently work as a full-time self-employed UI/UX Designer since 2020.

I worked in many marketing areas in the past besides Product Design, like Copywriting, Media, Digital Marketing, Social Media, Motion Design and Graphic Design.

Great experience and domain of Figma and Adobe tools. Such as long experience on creation and development of sites using Wordpress Elementor and Framer.

Main competencies: great capacity on solving problems, diversity of skills, good communication and adaptability.

Portfolio: <https://vinidroves.framer.ai/>

Education

Bachelor, Advertising (UNISINOS)

July 2011 - July 2018

Work Experience

Writing Assitant, AgexCom (Part-Time), São Leopoldo

June 2012 - July 2013

- Text creation and review for advertising ads
- Text creation for social media
- Strategic planning for advertising campaigns

Marketing Copywriter, Chocolate (Contract), Cachoeirinha

August 2013 - January 2016

- Text creation and review for advertising ads
- Writing of Internal reports
- Strategic planning for advertising campaigns
- Digital marketing

Media Assistant, Paim (Internship), Porto Alegre

January 2017 - June 2018

- Media planning for advertising campaigns
- Preparation of media reports
- Analysis and measurement of results
- Creation and management of paid traffic campaigns on FacebookAds and GoogleAds
- Social media management

Designer / Motion Designer, Freelancer (Self-Employed)

December 2016 - January 2020

- Design of flyers, social media arts and digital banners

- Creation and editing of animated flyers
- Creation of animated narrated videos
- Art editing and manipulation
- Editing of reels and short videos
- Creation of virtual restaurant menus
- Design Thinking & Design Principles

UI UX Designer, Freelancer (Self-Employed)

January 2020 - Present

- Creation of interfaces for digital products
- End-to-end product strategy development
- Defining flows and designing interfaces and components using the design system
- Structuring low, medium and high fidelity prototypes
- Creation of low, medium and high fidelity wireframes
- Design Thinking & UX Implementation
- Product overview
- Improvement of digital interfaces for a better user experience
- Developing of websites using Wordpress Elementor and Framer
- Identification and validation of hypotheses
- Creation and editing of visual material for websites and apps

Courses

Figma Pro - Design Systems Escaláveis, FEUX

December 2023

UX & Design Thinking: Experiência do Usuário nos Negócios, Udemey

October 2022

UX UI Design, MJV Technology & Innovation

October 2021

Web Design Pro, Flux Academy

March 2022

Figma for Web Designer, Flux Academy

August 2021

Social Media Sports, Well Souza

July 2019

Social Media Design, Caio Vinicius

March 2019

After Effects Wolf Class, Rodrigo Bispo

September 2018