

RESUME OF RENATA ORIO FORTES

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DATE OF BIRTH: 20th, January, 1980
NATIONALITY: Brazilian
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PERSONALITY

I am a creative person who is excited about furthering my career in Online Marketing. I am a bright and happy person, with a positive attitude, who is eager to learn and also share are my skills.

INTERESTS

I enjoy riding my vespa, taking pictures, taking my dog for a walk, swimming and socialising with friends.

EDUCATION

Joana D'arc Sao Paulo - Brazil

Completed High School 1997

During my last year of High School, I also completed The following courses:

Technical Course of Adobe Photoshop

Technical Course of PageMaker

Technical Course of 3dMax

I studied the English language from year 7 to year 12 and continued to study in Australia at St. Mark's International College, York St. Sydney during 2003 and 2004.

Oswaldo Cruz University Sao Paulo

Completed Degree in Graphic Design 1998 – 2001

COMPLETED SUBJECTS

Graphic Design

Webdesign

Animation

Product Design Visual Identity

Ergonomics

Art History

Media Studies

EMPLOYMENT HISTORY

FEBRUARY 2008 – NOW

I have been working as an interactive designer contracting for companies such as Wunderman, Y&R, Spin Communications, WeAreDigital, Artisan Recruitment Agency and my own clients. I have mainly been working as a designer but also developing html for EDMS and flash animations for banners.

MARCH 2007 – JANUARY 2008 Wilson Everard

At Wilson Everard, advertising, interactive and PR are integrated most of the time. When working with advertising I had to follow the offline concept and create online versions for their campaigns. When working with the PR department I created ideas to make their concept stronger using online media. I was the designer responsible for the interactive department. I was using HTML, FLASH and also designing websites, creating banner ads and eDMs. When developing new ideas for websites I was responsible for presenting wireframes. I worked with my manager doing

competitor analysis looking for new ideas to convince the clients to update their sites. I was also responsible for the SEO strategy.

FEBRUARY 2007 - Spin Communications Melbourne

One month contract working for the Telstra Bigpond's Sport's website. I worked in a team designing the 12th FINA world championship website. I designed most of the pages, promotional banners and I made gif animations for mobile phones. Also I searched and cut out all the pictures for the website.

2006 – Evermedia Sao Paulo

Art Director specifically for UNIBANCO, one of the largest banks in Brazil, where I created and developed motivational campaigns for the Unibanco's Intranet website. It was used to motivate the employers to work more efficiently at the bank. I worked in a team environment where I was in charge of one person.

2005 - Wunderman Sao Paulo

Designer developing websites, campaigns and newsletters for brands such as FORD Motors, Citibank and Nokia.

2004 - BZO2

Art Director leading a team of 5 people developing new designs and constantly updating the contents of the Brasil Telecom Website.

2003 - Young & Rubican 2.1

Art Director Creating advertising ideas for products and companies like:
Colgate / Danone / Citibank / Nokia / Vivo / Samsung

2002 - Grey Interactive

Web Designer creating advertising ideas for products and companies like:
Samsung / Mercedes Benz / M&M's Chocolate / FUJIFILM / Oracle / Hugo Boss

2001 - Ideia.com

Web Designer for a Brazilian Entertainment Website whilst studying my last year of Design at University. For my final year presentation in my Design Degree I developed an Identity Visual Manual for this website.

2000 - Full Jazz

Web Designer elaborating new layouts for different company websites and newsletters.

2000 - Starmedia.com.br

Web Designer developing a new design for a Chat Website.

1998/2000 - Thunder House - Maccan Erickson

Website Producer developing Html, Java Script and Flash.

SKILL SYNOPSIS

Photoshop is the main software I use to create my designs. I also use it as a hobby when retouching my photographs.

I use Illustrator to make storyboards to explain the animations to the client about step by step.

I use Macromedia Flash and Action Script to develop microsites and banners that are interactive and have animations. My action script skills are limited so sometimes I need to look for solutions for what I want to achieve in online forums.

I have advanced knowledge in plain HTML. My CSS skills are intermediate.

I have used Visio and Illustrator to develop information architecture for websites, but most of the time I do it in Power Point.

I also have an extended knowledge in SEO and how to implement it when developing a website.

Softwares: Microsoft Word & PPT - Adobe CS4 Photoshop, Illustrator, Dreamweaver and Flash.

Development Skills: HTML, CSS and Flash Action Script 2.0

Keyboard Skills

Mac/Windows

REFERENCES

Amber Hill manager at Wilson Everard: 0415 157460

Kelly Swan manager at Wunderman: 0422 659 607

Bron Squire partner at fortedesign.com.au: 0433969106

Hayden Art Director at Spin: 0416128869