

GUI FOX

Graphic Designer · Social Media & Short-Form Video · Marketing Communications

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Multimedia designer and marketing communications specialist with 7+ years creating social media campaigns, print and digital layouts, short-form video and branded materials for healthcare, automotive, financial services, retail and small-business clients. Experienced with Adobe Creative Cloud, Canva and CapCut/Premiere, and with AI-assisted production workflows that turn raw footage and briefs into finished content fast. Hands-on U.S. healthcare experience brings a practical sense of clear, accessible communication. Fluent in English and Portuguese.

CORE SKILLS

Design: Photoshop, Illustrator, InDesign, Canva; print & digital layout, brand adaptation, infographics, signage, presentations	Video & Social: Premiere Pro, After Effects, CapCut, Media Encoder; vertical video for Instagram/TikTok, storyboards, captions, scheduling (Meta Business Suite), insights & reports	AI & Automation: Claude (Anthropic) AI agents for content production, n8n workflow automation, AI video captioning/rendering pipelines, 3D modeling for print (CadQuery, Bambu Lab)
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EXPERIENCE

- Graphic Designer** · Go Together Marketing & Incentive Travel (agency), Belo Horizonte, Brazil Jun 2021 – Apr 2022
 - Produced LATAM internal-communications content for Stellantis, Itaú Bank and Drogaria São Paulo: employee-benefits campaigns, award-ceremony presentations in Portuguese and Spanish, infographics and responsive layouts.
 - Created the visual identity for an employee incentive-travel program; adapted client key visuals quickly from brief to delivery.
- Graphic Designer** · Uaify Performance Marketing Agency and GLT Alimentos (freelance) Jan – May 2022
 - Designed paid-media layouts for Google Ads, Meta, YouTube and WhatsApp for a course launch; adapted a full landing page for Case IH across mobile, tablet and desktop; Instagram carousels and web banners for Iveco.
 - Led a restaurant's relocation campaign: logo adaptation, printed announcements and a promotional branded glass.
- Social Media Designer** · Odontocenter Divinópolis (dental clinic) May 2019 – May 2022
 - Ran the clinic's social presence for three years: daily posts, storyboards and short videos (After Effects, Premiere) that drove patient traffic with a small budget.
- Social Media Specialist** · De Repente 15 (event venue) Jul 2017 – Dec 2020
 - Analyzed Instagram insights into monthly management reports; wrote audience-targeted copy; scheduled content in Facebook Business Suite; built a Pinterest-based image library; handled customer messages.
- Creative Marketing** · Regina Salomão (fashion brand) Mar – Sep 2015
 - Supported fashion editorials and collection launches; ran a search-marketing campaign; trained designers on Premiere, After Effects, Illustrator and Photoshop.
- Marketing Intern** · Grupo Santa Casa BH (hospital group) and Fecomércio MG Apr 2012 – Feb 2014
 - Laid out the hospital group's internal newspaper, created print and digital ads, organized the image database and supported press relations and agency coordination.
- Certified Nursing Assistant** · Presbyterian Homes & Services, Hutchinson, MN Dec 2025 – Present
 - Direct resident care in a senior-living community; daily communication with families, nurses and care team. Previously Store Associate, ALDI USA, Hutchinson (Oct 2024 – Nov 2025).

EDUCATION & CERTIFICATIONS

- B.A., Public Relations, Advertising and Applied Communication** — Centro Universitário UNA, Belo Horizonte, Brazil, 2013 – 2016
- Nursing Assistant Certification** — Ridgewater College, Hutchinson, MN, 2024 and 2025
- Languages: English (fluent), Portuguese (native), Spanish (working knowledge for design and layout)