

Pâmela Giotti Cardoso

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Portfólio

pame.design

Summary

Graduated in Design and Communication from ESPM Sul and currently pursuing a postgraduate degree in Business Intelligence. I have years of experience in the market, working in art direction across different areas such as web design, UX/UI, social ads, and social media. Throughout my career, I have developed strong technical skills in digital and strategic design, combined with a collaborative and organized profile, capable of aligning creativity with business needs.

Skills

- **Design & Visual Creation** – Art Direction, Visual Identity, Editorial, Branding, Social Ads, Key Visuals
- **Design Tools** – Figma (UX/UI), Adobe Photoshop, Adobe Illustrator, InDesign, Adobe After Effects
- **Digital Marketing & Performance** – Meta Ads, Google Ads, TikTok Ads, Social Media Strategy, Visual Content for Conversion
- **Soft Skills** – Creativity, Organization, Teamwork, Clear Visual Communication

General

- **Language Skills** – Native Portuguese, Fluent English (C2 proficiency), Basic Spanish

Experience

Cadastra – Performance Agency, Porto Alegre, Brazil

Art Assistant 2022.07–2024.06

- Adapted key visuals into different formats and channels.
- Adjusted layouts according to brand guidelines for diverse audiences.
- Produced assets for social media and social ads aligned with digital strategies.

Art Director 2024.06–2025.07

- Responsible for art direction in multi-channel digital campaigns.
- Created and developed strategic visual concepts for e-commerce, social media, and key visuals.
- Collaborated with marketing teams to ensure brand consistency, performance, and visual innovation.

Clinia – Tech Startup, São Leopoldo, Brazil

Marketing & Graphic Design Intern 2021.10–2022.07

- Designed digital assets and social media content focused on engagement.
- Supported UX and motion design projects for brand communication.

Co.De ESPM Comunicação e Design Jr., Porto Alegre, Brazil

Web Designer 2020.06–2020.11

- Designed layouts for institutional websites and promotional pages, including prototyping in Figma.

Audio & Video Editor 2021.03–2021.11

- Edited institutional and academic videos, created motion design in After Effects, and finalized projects in Premiere Pro for social media and events.

Education

LAL Language Center, Cape Town, South Africa

Advanced English Course 2018.02–2018.06

- Intensive English course focused on advanced grammar and conversation, completed during a exchange program in Cape Town, South Africa.

Infox Informática, São Marcos, Brazil

Python Course 2019.01–2019.09

- Completed a training program in Python, covering programming logic, data structures, and scripting for automation.

Photoshop Course 2018.01–2018.08

- Completed a training program in Adobe Photoshop, covering image editing, photo manipulation, and creation of visual assets for digital and print media.

ESPM Escola de Propaganda e Marketing, Porto Alegre, Brazil

Bachelor's Degree in Design and Communication 2020/01–2024/02

- Five-year program combining creative foundations (art, typography, packaging, UX/UI, interaction design, etc.) with strategic disciplines (branding, marketing, innovation, sustainability), providing an integrated vision of creation and management.

Postgraduate in Business Intelligence 2025/01–Present.

- Postgraduate program focused on data analysis and market intelligence, revisiting core bachelor subjects with an emphasis on marketing metrics, dashboard visualization and supporting strategic decision-making.