**Felipe Reis** [http://felipereis.com](http://felipereis.com/design.html)

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**Sr. Graphic Designer**

Solutions-driven creative professional with extensive hands-on experience in all phases of direct response advertising in corporate and agency environments. Highly effective and collaborative team member, shifting gears as priorities and strategies change and performing at high level while working on multiple projects simultaneously.

Areas of Expertise:

* **Direct Response Advertising**
* **Display Advertising**
* **Online Marketing**
* **Web Design**
* **Email Marketing**
* **Digital Marketing**
* **Print Design**

**Technical Skills**

* Adobe: Photoshop, Animate, Illustrator, After Effects, Premiere, InDesign
* Social Media: Instagram, TikTok, Facebook, Instapage, RevJet
* Microsoft: Excel, PowerPoint, Word
* HTML5, CreateJS, JavaScript, Figma

**Professional Experience**

**ESPN - Disney**, Los Angeles, CA

**Content Insertion Assistant** 2022 - Present

* Responsible for insertion of commercial breaks on live sports event.
* Review sound and video quality of broadcast.
* Communicate with Associate Director for clean synchronicity between breaks.

**CORE DIGITAL MEDIA**, Los Angeles, CA

**Creative Designer Expert** 2014 - 2022

* Translated trends into display and social media video concepts for Facebook, TikTok, and Google for lead generation service company.
* Conceptualized and implemented UI / UX innovative ideas, driving user engagement.
* Mentored other designers as subject matter expert, providing guidance and support to help optimize work flow.

**CORE DIGITAL MEDIA**, Los Angeles, CA

**Lead Interactive Media Designer** 2012 - 2014

* Developed and created dynamic visual solutions for print and digital mediums as part of in-house creative team, producing several winning banner ads, leading to 3% revenue increase.
* Collaborated with campaign managers and affiliates to create unique advertising designs and emails.

**EXPERIAN INTERACTIVE MEDIA**, Los Angeles, CA 2010 - 2012

**Creative Team Manager**

* Managed team of 4 web designers to develop online marketing media, administering quarterly and annual reviews to direct reports and setting clear and measurable goals, action and follow-up plans.
* Enhanced team performance by creating recognition and rewards programs.

**LOWERMYBILLS.COM**, Los Angeles, CA 2005 - 2010

**Creative Designer**

* Delivered impactful creative solutions through marketing and email campaigns.
* Edited artwork across variety of company product lines such as banner ads and logos.

**Education and Professional Development**

* Completed coursework towards Bachelor of Arts in Psychology, Pontificia Universidade Catolica (PUC), Rio de Janeiro, Brazil
* LinkedIn: Illustrator 2021 Quick Start, Advanced Photoshop: Curves, Giving and Receiving Feedback, JavaScript: Functions, Managing Diversity, Motion Graphics Loops: 1 Photoshop Techniques, Creating a Responsive HTML Email