

Flávia Takacs

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Designer / Art Director with a Degree in Visual Arts and a Graphic Design Certificate.
Skills in HTML / CSS, UX / UI, online and offline design, illustration and arts in general.

Work Experience

Jun 2021 – Feb 2024: Art Director / Social Media Team Manager (Shantal Marketing)

- I began working in the agency as an art director, creating social media posts, user interface design, branding and online/offline design in general. Since March 2023, my position changed to actually manage the Social Media Department, overseeing the monthly production of content for the social media of approximately 50 clients.

Apr 2020 – Jun 2021: Art Director - Freelancer (RV Mondel Comunicação)

- Advertisement, social media posts, web banners, branding, e-mail marketing, key visuals, corporate presentation design.

May 2019 – Apr 2020: Art Director - Freelancer (Social Tailors)

- Covers and posts for social media. Clients: Telecine, Diamond Filmes and Disney Brasil.

Feb 2019 – Apr 2019: Art Director (Tutto Branding e Comunicação)

- Branding and visual identities, concepts for advertising campaigns, online/offline design in general, user interface design.

Oct 2017 – Dec 2018: Art Director (Ateliê de Propaganda)

- Concepts for advertising campaigns, ideas for corporate gifts, promotional material for events, user interface design, e-mail marketing, posts for social media, online/offline design in general.

Aug 2015 – Jul 2016: Art Director (GRC Comunicação)

- Art director responsible for the department. Advertisement, promotional design, branding, e-mail marketing, user interface design, social media, corporate presentation design and online/offline design in general. Prepress preparation and management of digital projects with web developers.

May 2012 – Jun 2015: Partner / Art and Operations Director (Pellegrini Creatori)

- Art and operation direction, managing and analysing projects. User Interface design, offline design, branding, front-end development.

Oct 2011 – May 2012: Web Designer (Waba)

- User Interface design; HTML and CSS encoding.

Sep 2010 – May 2011: Junior Designer (Force Line)

- Design for packaging, catalogs, communication assets, photo production, photo management.

Mar – Jun 2010: Designer/Illustrator (Skin For Fun)

- Illustration, creation of new products, advertisements, general design.

Setembro 2009 – Fevereiro 2010: Web Designer (Empresa: CecconSystem).

- User Interface design; HTML and CSS encoding, e-mail marketing design and general graphic services.

Education

- Bachelor Degree in Visual Arts
Centro Universitário Belas Artes
de São Paulo (2005-2009)
- Technical Course in Graphic Design
E.T.E. José Rocha Mendes
(2003-2004)
- Native Portuguese; Fluent English
(Cultura Inglesa Language School)

Short Courses

- UX Formation - Intensive - 55h (Mergo User Experience, 2019)
- Design Thinking and Innovation - 40h
(Future London Academy: England, 2017)
- UX for Webdesigners - 13h (UX Academy: 2016)
- Digital Illustration - 140h (Quanta Academia de Artes: 2011)
- Web Design (INESP / NETWORK: 2007-2008)
- Drawing - 180h (Quanta Academia de Artes: 2006-2007)
- Digital Illustration and Image Treatment (SENAC: 2005)