Matheus Melo

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Profile

Graphic Designer with 7+ years of experience delivering high-impact visual communication and brand-driven design for global brands and multinational companies. Strong expertise in digital and print design, brand systems, and campaign execution, combined with a cutting-edge AI-first creative workflow.

Highly experienced in collaborating with marketing, brand, and creative teams to translate strategic goals into clear, compelling, and visually impactful assets across multiple channels, being ahead of the market in the adoption of generative AI, using AI tools strategically to increase creative velocity, elevate visual quality, and optimize campaign performance.

Experience

Nourison Home   Saddle Brook, NJ
Graphic Designer   Jun, 2025 – Current
- Lead the creation of digital and print graphic assets for global marketing and e-commerce initiatives.
- Played a key role in increasing website traffic by 300% to 683% during specific marketing and promotional campaigns through high-impact creative execution.
- Design brand-aligned visuals for campaigns, product launches, and seasonal collections.
- Actively apply an AI-first creative workflow, leveraging generative AI to accelerate production timelines, enhance image quality, and explore new visual directions.

Le Cordon Bleu   São Paulo, SP
Senior Graphic Designer   Aug, 2023 – May, 2025
- Led the creation of multichannel graphic and multimedia content for a globally recognized premium culinary brand.
- Developed digital content for social media, advertising campaigns, e-commerce, and branded materials, including brochures, banners, catalogs, and promotional assets.
- Achieved a 163.74% increase in audience retention and organic reach through human-centered, brand-aligned visual storytelling and optimized creative execution.
- Designed motion graphics and dynamic visual content to enhance engagement across digital platforms.

ExxonMobil   Austin, TX
UX/UI Designer   Nov, 2021 – Dec, 2022
- Designed user interfaces and experiences that improved adoption, usability, and engagement across corporate systems.
- Contributed to an 83.5% increase in retention and interaction in agile team trainings through professional, engaging presentations leveraging storytelling and inclusive communication techniques.
- Conducted UX research, usability testing, and data analysis to inform design decisions and optimize user flows.
- Collaborated with cross-functional teams (engineering, product, and marketing) to align digital solutions with strategic business objectives.

Leadership & Activities

Le Cordon Bleu   São Paulo, SP
Senior Graphic Designer   Jul, 2024 – May, 2025
- Led the creative team and mentored design and marketing interns.
- Trained team members in Adobe Creative Suite and CRM marketing tools for email marketing and landing pages.
- Improved onboarding speed by 232.16% through structured training and standardized workflows.
- Increased project delivery speed by 173.58% by optimizing creative processes and AI-assisted production.

Education

Universidade Anhembi Morumbi   São Paulo, SP
Graphic Design. GPA 4.8/5.0   01/12/2021

Skills & Interests

Technical: Adobe Photoshop (Expert), Adobe Illustrator (Expert), Adobe InDesign (Expert), Figma (Advanced), Adobe After Effects, Adobe Premiere Pro (Expert), DaVinci Resolve (Advanced), Miro (Expert), InVision (Expert), Marvel (Expert), FigJam (Expert), Canva (Expert), Microsoft PowerPoint (Expert), Microsoft Excel (Expert), Microsoft Word (Expert), ActiveCampaign (Expert), Salesforce CRM (Expert), Pipedrive (Expert), Wordpress (Expert)
Language: Portuguese (Native), English (Bilingual), Spanish (Professional)
Interests: Gaming Industry, Formula 1, Motorsports, Luxury brands, Music, Fashion, Travel, Healthcare, Finance