

Matheus Melo

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 7+ years of experience delivering high-impact visual solutions across branding, digital marketing, UX, e-commerce, and creative operations for global organizations. Specialized in transforming business objectives into compelling visual experiences that drive engagement, conversion, and brand growth.

Experienced in leading cross-functional creative initiatives, implementing AI-powered design workflows, and optimizing production processes to improve efficiency, reduce operational costs, and accelerate go-to-market execution. Proven ability to combine strategic thinking, data-driven decision-making, and human-centered design to create scalable creative solutions for international brands.

Core expertise includes Graphic Design, Brand Design, Creative Direction, Marketing Design, AI-Driven Creative Production, Visual Storytelling, Digital Campaigns, UX/UI Design, Motion Graphics, and Creative Process Optimization.

WORK EXPERIENCE

Graphic Designer

June/2025 - January/2026

Nourison Home

- Led the production of multiple omnichannel creative assets per campaign, ensuring global brand consistency while accelerating product launches across e-commerce and retail channels.
- Drove a 300% increase in website traffic during seasonal marketing campaigns by developing high-performing, data-driven creative assets aligned with customer acquisition objectives.
- Designed visual identities for new product launches and seasonal collections, strengthening brand positioning and increasing campaign conversion rates by 33%.
- Implemented AI-powered creative workflows leveraging Generative AI, reducing production time by 81.72%, lowering operational costs by 23%, and significantly expanding the team's creative output without sacrificing quality.
- Collaborated with marketing and merchandising teams to translate strategic business goals into visually compelling campaigns that improved customer engagement and sales performance.
- Optimized creative production processes by introducing scalable design systems and AI-assisted asset generation, improving workflow efficiency and accelerating campaign delivery.

Senior Graphic Designer

February/2023 - May/2025

Le Cordon Bleu

- Led the creative strategy and execution of multi-channel visual communications for one of the world's most prestigious culinary institutions, delivering cohesive brand experiences across digital marketing, e-commerce, advertising, and print media.
- Designed and produced high-impact creative assets for social media, paid campaigns, product launches, websites, brochures, catalogs, banners, email marketing, and brand collateral, ensuring visual consistency across every customer touchpoint.
- Increased organic reach and audience retention by 163.74% through data-informed visual storytelling, audience-focused creative direction, and continuous content optimization.
- Created motion graphics, digital animations, and multimedia content that strengthened brand engagement and improved campaign performance across multiple digital platforms.
- Led and mentored the creative team, fostering a collaborative, high-performance environment while establishing scalable design standards and best practices.
- Implemented structured training programs covering Adobe Creative Cloud, CRM platforms, email marketing, landing page optimization, and creative production workflows, accelerating team development and knowledge sharing.
- Reduced onboarding time by 232.16% by standardizing documentation, creative processes, design systems, and internal training materials, significantly improving operational efficiency.
- Accelerated project delivery by 173.58% by redesigning creative workflows, integrating AI-powered production processes, and automating repetitive design tasks, while simultaneously reducing production costs and increasing creative capacity.
- Partnered with marketing stakeholders to translate business goals into compelling visual campaigns that strengthened brand recognition, increased customer engagement, and supported commercial growth.
- Championed the adoption of Generative AI across the creative workflow, enabling faster ideation, higher production scalability, improved visual quality, and greater consistency across marketing initiatives.



UX/UI Designer

November/2021 - December/2022

ExxonMobil

- Designed enterprise-level user interfaces and digital experiences that improved usability, product adoption, and overall user engagement across internal corporate platforms.
- Increased user retention and engagement by 83.5% by transforming technical Agile training materials into intuitive, visually compelling, and highly interactive learning experiences.
- Led UX research initiatives, usability testing, user interviews, heuristic evaluations, and behavioral analysis to identify friction points and optimize end-to-end user journeys.
- Collaborated with Product Managers, Software Engineers, Marketing teams, and business stakeholders to design scalable digital solutions aligned with strategic business objectives.
- Translated complex business requirements into intuitive user experiences, balancing user needs, technical feasibility, accessibility, and organizational goals.
- Developed user flows, wireframes, prototypes, and high-fidelity interfaces using user-centered design principles, improving product consistency and design quality.
- Facilitated cross-functional collaboration throughout the product lifecycle, accelerating delivery timelines by 83% while increasing stakeholder alignment and solution adoption.

Graphic Designer

August/2020 - July/2021

VFR Comunicação

- Designed editorial, institutional, and promotional marketing materials for public sector and healthcare clients, increasing brand awareness by 41% through strategic visual communication.
- Produced digital campaigns, social media content, corporate presentations, videos, and multimedia assets, boosting audience engagement by 24% while reducing creative production time by 97%.
- Created cross-channel visual storytelling initiatives that expanded organic reach by 78%, improving audience engagement and overall campaign effectiveness.
- Partnered with cross-functional teams to deliver high-quality creative solutions aligned with marketing objectives, stakeholder expectations, and business priorities.

Graphic Designer

August/2018 - November/2019

Somos Ecco

- Developed creative concepts and key visuals for national marketing campaigns within the tourism and events industry, increasing client engagement by approximately 38%.
- Designed high-converting email marketing templates, newsletters, landing pages, and digital assets, improving open rates, conversions, and engagement by 84%.
- Contributed to the creative campaign that received the Silver Caio Award, helping strengthen the agency's market positioning and increase new client acquisition by 26%.

EDUCATION

Centro Universitário Belas Artes

February/2025 - June/2026

Postgraduate Certificate in User Experience

Universidade Anhembi Morumbi

February/2017 - December/2021

Bachelor's Degree in Graphic Design

LANGUAGES

- Portuguese - Native
- English - Fluent
- Spanish - Professional

TECHNICAL SKILLS

Adobe Creative Suite (Advanced), Adobe Photoshop (Advanced), Adobe Illustrator (Advanced), Adobe InDesign (Advanced), Figma (Advanced), Adobe After Effects (Advanced), Adobe Premiere Pro (Advanced), Canva (Advanced), FigJam (Advanced), HubSpot (Advanced), Klaviyo (Advanced), Mailchimp (Advanced), ActiveCampaign (Advanced), Salesforce CRM (Advanced), WordPress (Advanced), Claude (Advanced), Midjourney (Advanced), Google Gemini (Advanced), Nano Banana Pro (Advanced), Microsoft PowerPoint (Advanced), Microsoft Excel (Advanced), Microsoft Word (Advanced), Design Thinking, Typography, Brand Design, Digital Marketing, Social Media Marketing, Layout Design, Visual Composition, Visual Communication, Art Direction.

