

Alexandre Salomon

Experienced Graphic Designer, creating truly and unique visual experiences.

Experienced Graphic Designer with expertise in marketing design, branding, video production, UI/UX, and visual design. Committed to human-centric solutions, I leverage an extensive experience in design, color theory, typography, and image generation to engage stakeholders effectively. Passionate about pushing creative boundaries and delivering impactful results, I thrive on collaborative projects that demand exceptional design solutions agree each project.

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PROFESIONAL EXPERIENCE

Head of Marketing and Brand Design

JUL/2021 - JUN/2023

LUDUS ALLIANCE, rehovot

- Project conceptualization of visual designs for all projects, including UI/UX, social media, presentations, videos and print materials impacting Martial Arts Fighters in many countries like USA, UK, Brasil, Spain and UAE.
- Brand communication commitment to effectively communicate the core values of the Ludus brand through visual design agree company audience.
- Attention to detail ensuring precision and accuracy in design elements, including colors, typography, and images agree marketing directions.

Head of Marketing Design

NOV/2019 - JUN/2021

VERSA, Tel Aviv

- Creation of all graphic design materials, conceptualization and execution of graphic design materials for acquisition and partnership projects.
- Creating designs for websites, UI/UX, social media templates, videos, and other digital materials.
- Team Leadership, overseeing the workflow of a team of designers to ensure successful project completion.

Social Media & Marketing Designer

JUL/2018 - OCT/2019

Group Archimedes, Holon

- Project conception, imagining and visualizing projects in a visual manner, covering Social Media, videos and webpages agree marketing department.
- Brand communication to ensure each social media design effectively conveys customer's core principles.
- Attention to details meticulous focus on precision and meticulousness in design elements, including colors, typography, and images.

Brand Designer

JAN/2005 - JUN/2008

Cia de Design, Rio de Janeiro

- Branding Development for Television Companies on branding development for television companies like Rede Globo, SBT.
- Brand Applications Creating brand applications for diverse elements, including vehicles, uniforms, microphones, and building facades, digital and prints.
- Brand Usage Guidelines Designing and preparing comprehensive brand usage guidelines for consistent and effective brand representation.

Graphic Design Specialist

JAN/2001 - DEC/2005

Publicis Brasil, Rio de Janeiro

- Responsible for the visual point of sale creating experience in unique designs specifically for L'Oréal's Garnier line.
- Image manipulation and preparation of final files in accordance with the highest L'Oréal standard.

SKILLS

- Development of complex graphic systems and **models for branding**.
- Visual design and website conception from draft to implementation including **UI/UX**.
- Coordination of **creative teams** and consequent visual values.
- Creation and **production** of suitable video projects.
- Creation of **visual projects** for print and digital media.

TOOLS

Professional Level

Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Dimensions, XD, Figma

EDUCATION

- **Master - Typography Design - 2011**
Center University of SENAC, São Paulo, Brasil
- **Bachelor in Visual Design - 2006**
University of City of Rio de Janeiro, Brasil
- **Bachelor in Advertising & Marketing - 1996**
Pontificia University of Campinas, Brasil

AWARDS

CANNES LIONS

SILVER - Cyber Lions

Mutant Font Design - Amnesty International
WEB PLATFORM/APP - 2014

BRONZE - Cyber Lions

Mutant Font Design - Amnesty International
Social Applications - 2014

FINALIST - Promo & Activations

Mutant Font Design - Amnesty International - 2014

FINALIST - Design Lions

Mutant Font Design - Amnesty International - 2014

LANGUAGES

English	professional
Spanish	professional
Portuguese	native
Hebrew	intermediate