



Giselle Prado

Designer, Creative & Social Psychologist

Creative professional, from São Paulo, with portuguese nationality, with more than 5 years of experience in creative communication. Graduated in Graphic Design, and post-graduated in Social Psychology, I carry several fronts of the digital world with a focus on building and managing projects with positive impact and social transformation through creativity, design and technology based on studies on diversity and inclusion, neuroscience, trends and behavior.

I currently work at the global technology consultancy, NTT DATA, in the area of Creativity and Technology, Creative Design — as Project Leader — I am responsible for managing people and ensuring relevance and experimental, conceptual and creative quality of projects, aligned with planning, writing, service and design.

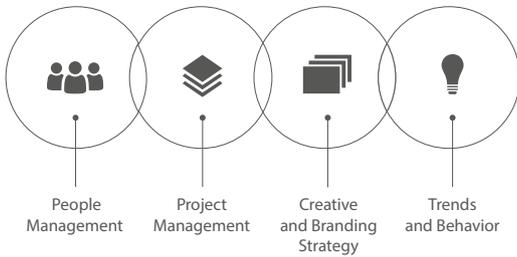
In my bag I carry works with amazing brands such as: Itaú, Nubank, 99 Jobs, ABIMBEV, Liberty Seguros, CPFL Soluções, Santander, Neo Energia, Vivo, EDP, Mapfre, Unilever and others.

In parallel, I develop a social project, a content platform that aims to receive, inform and empower women survivors of violence. — Um Socorro à Meia Noite — which opened doors to be invited to the Jury of the Brasil Design Awards 2022 for the category of Social Design.

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MY SPECIALTY



COURSES

- 2012 - 2014 | SENAC Technician - Digital Design
- 2013 - 2013 | Newton Medeiros Technician - Photography
- 2020 - 2020 | Navega Technician - Art Direction
- 2022 - 2022 | ESPM Anthropological research and analysis of behavior and consumer trends
- 2021 - 2021 | Demócrito Rocha Fighting violence against women
- 2022 - 2022 | Miami ad School Creative Leadership
- 2022 - 2022 | Harvard Digital Positive Psychology
- 2022 - 2022 | Uedemy Neuroscience
- 2022 - 2022 | Pixar Academy Storytelling
- 2022 - 2022 | Perestroika Storytelling and Oratory
- 2022 - 2022 | C6 Bank Coach Mentoring

ACADEMIC EDUCATION

2014 – 2017
Degree - Graphic Design
Centro Universtário Belas Artes de São Paulo

2021 – 2022
Postgraduate - Social Psychology
Faculdade Metropolitana

DESIGN SKILLS

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Keynote
- Office Package
- Asana
- Notion
- Miro

KNOWLEDGE

- Branding Strategy;
- Creative Direction;
- Art Direction;
- Graphic Design;
- Desk Research;
- Project Management;
- Planning;
- Customer Service;
- Storytelling and Oratory;

PROFESSIONAL EXPERIENCE

2012 – 2015
Sales manager;
Social Media management;
Vertiflex

2018 – 2019
Branding Designer;
Management and analyst of social media;
Social Miner part of Locaweb

2015 – 2015
Editorial;
Graphic design;
Volunteer Experience*
Editora Abril

2012 – ...
Branding Strategist;
Creative Director;
Social Media management;
Um Socorro à Meia Noite
Social Project

2016 – 2017
Branding;
Graphic design;
Social Media management;
Freelancer

2019 – ...
Branding Strategy;
Visual Designer;
Project Leader;
NTT DATA Europe & Latam

LANGUAGE SKILLS



RECOGNITIONS & PROJECTS

AWARDS

- UTAM UNO 2016 Winner - Surface Design Belas Artes
- BRASIL DESIGN AWARD 2021 3rd place - Service Design - Stix Brasil Design Award
- BRASIL DESIGN AWARD 2022 Jury of the Social Design Category Brasil Design Award

SOCIAL PROJECTS

- Um Socorro à Meia Noite Raps para Alma ONG - Help Festival Manifeste Festa na Rua Nefesh



PORTFOLIO

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