

Maria Carolina Barbosa

Brand Designer & Illustrator



Work Experience

Jusbrasil | Brand/Creative Designer & Illustrator

OCT 2019 - DEC 2022, REMOTE

At first, I contributed with creative demands, internal projects, and improvement of visual communication that leverage the Jusbrasil brand. I manage documentation, processes and operations responsible for maintaining and evolving the visual identity to ensure a complete and consistent brand experience at all its touchpoints.

As Brand Designer I managed documentation, processes and operations responsible for maintaining and evolving the visual identity to ensure a complete and consistent brand experience at all its touchpoints. I created the strategy for its application on and offline, in addition to structuring processes for creating and approving cross-team materials and with suppliers.

I supported the construction of a consistent and effective communication in the Product team. I created experiences focused on the application of creative design as a strategy to strengthen the value chain of the Lawsuit product.

I organized Justalks: an in-house lecture initiative and lead the Illustration Guild within the Design Chapter. I also served on the JusPride Diversity Council, our internal affinity group for people who identify as LGBTQIAP+.

MAREACAROL | Independent Illustrator

MAR 2017 - PRESENT, REMOTE

Brazilian independent graphic design and illustration studio based in Salvador and Sao Paulo but but available for remote work worldwide.

Sebrae | Graphic Designer

JUL 2018 - OCT 2019, SALVADOR: BAHIA, BRAZIL

Contributed to the construction and maintenance of visual identity and internal marketing, by attending the demands of Branding, internal communication and videography.

Clubbe'tgt Creative Hub | Illustrator & Art Director

JUL 2017 - JUL 2018, SALVADOR: BAHIA, BRAZIL

As illustrator at Clubbe'tgt, I created and illustrated from major advertising campaigns to character-driven editorial and animated productions, and as an art director, I had been working on social media and stationery projects, both including illustration.

Education

Strategic Design & Innovation | Istituto Europeo di Design

SEP 2021 - PRESENT, SAO PAULO: BRAZIL

The postgraduate course in Strategic Design and Innovation aims to develop skills and provide experiences focused on the application of Design as a strategy to strengthen the business value chain. It also proposes to understand the social role of the designer, placing him in the position of protagonists and authors aware of the impact on society through Design.

The course curriculum is based on a set of user-centered design-oriented innovation concepts, tools and processes such as meta-design, design thinking, human-centered design, design-oriented innovation. The student learns to approach the culture of innovation and strategic thinking in the process of creating, managing and implementing new economic and market solutions.

Design/Visual Programming | UFBA

JUL 2016 - JUN 2021, SALVADOR: BAHIA, BRAZIL

Bachelor's Degree and also former member of Tiragem Book Lab, research project and extension of the UFBA's School of Fine Arts, that is characterized as an experimental editor formed by designers and visual artists who are interested in investigating the book object.

Also worked as member of the communication team of Miolo Magazine, a periodical publication from the same editorial label.

Design | UNIFACS

FEV 2016 - JUN 2016, SALVADOR: BAHIA, BRAZIL

Licences & Certificates

Visual Identity Systems | Brandster Branding School

FEV 2022 - NO EXPIRATION DATE

Design Leadership | Panamericana School of Art and Design

JUN 2021 - NO EXPIRATION DATE

First Certificate in English | Cambridge Assessment English Brazil

MAR 2015 - NO EXPIRATION DATE

Advanced English | Cultura Inglesa

2014 - NO EXPIRATION DATE

Skills

Design:

Brand and Logo Design • Print and Editorial Design • Illustration
• Visual Identity • Art Direction • Book Design • Product Illustration
• Service Design • Brand Operations • Concept Art • Illustration System
• Presentation Design

Research:

Branding methods • Brand Strategy • Design Thinking • Codesign • Persona
• MVP and MLP • HCD methods of study & research • Service Blueprint
• Business Model

Soft Skills:

Flexibility • Empathy • Communication • Leadership • Workshop facilitator
• Organization • Great teamwork • Storytelling

Awards

Iso é Coisa de Menina

BRAZIL DESIGN AWARDS 2021

Silver medal • Animation
Silver medal • Positive Impact Design

LATIN AMERICAN DESIGN AWARDS 2022

Nominated • Advertising Illustration

Rede de Sementes Animation

BRAZIL DESIGN AWARDS 2022

Nominated • Social Impact Design

Contact

✉ oi@mareacarol.com

🌐 [linkedin.com/in/mareacarol](https://www.linkedin.com/in/mareacarol)

📷 [@mmareacarol](https://www.instagram.com/mmareacarol)

📖 [mareacarol.medium.com](https://www.medium.com/mareacarol)

🎨 [dribbble.com/mareacarol](https://www.dribbble.com/mareacarol)

