

GUILHERME CARVALHO GUIMARÃES

GRAPHIC DESIGNER · BRANDING, 3D, MOTION AND DIGITAL

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Portfolio: dsguilherme.com.br

SUMMARY

Graphic designer currently completing a BA in Graphic Design at IED, working across branding, 3D, motion and digital design. Freelancing for companies since 2025, running projects end to end from brief to print-ready artwork: visual identities, brand guidelines, printed collateral and digital content. Recurring design partner at PRUMO studio, with a personal portfolio published on a self-owned domain.

EXPERIENCE

Freelance Graphic Designer · Self-employed, São Paulo, Brazil May 2025 – Present

- Serve roughly **5 companies** across different sectors, running each project independently from brief to final delivery.
- Develop complete visual identities: logotype, color palette, typography and application guidelines.
- Produce printed and digital collateral: stationery, promotional materials, corporate presentations and social media content.
- Apply 3D modeling and rendering to product mockups and promotional imagery.
- Manage deadlines, revision rounds and direct client communication.

Design Intern · Ecobrandes Dec 2024 – May 2025

- Created social media artwork and promotional materials for corporate gifting products, from layout to final artwork.
- Developed corporate stationery and custom illustrations aligned with each client's identity.
- Prepared and closed print-ready files, ensuring technical compliance in color, bleed and resolution.
- Retouched images and handled simultaneous requests from multiple clients alongside the creative team.

SELECTED PROJECTS

PRUMO Estúdio · Visual identity and brand guidelines 2026

- Created the full visual identity for PRUMO, a digital studio, with a symbol built on a geometric grid to ensure proportion and consistency across every application.
- Delivered a 23-page brand manual covering logo versions, clear space, minimum size, misuse rules, institutional palette, typography and photographic language.
- Continue as the studio's recurring design partner, credited at prumoestudio.com.br.

Personal Portfolio · dsguilherme.com.br 2026

- Conceived and built a portfolio site from scratch: content architecture, identity, responsive layout and publication on a self-owned domain.
- Structured the navigation with interactions and animated transitions to showcase branding, 3D and motion work.

SKILLS

Branding and visual identity: Logotype, visual systems, brand guidelines, stationery

Digital design and UI/UX: Figma, interface design, web and social media layouts

3D and motion: Blender, Maya, ZBrush, SketchUp, After Effects

Print production: Illustration, image retouching, artwork and print-ready file preparation

Software: Photoshop, Illustrator, InDesign, After Effects, Figma, CorelDRAW, Microsoft Office

EDUCATION

BA in Graphic Design · IED, Istituto Europeo di Design 2023 – 2027 (in progress)

Graphic Design Program · Gracom 2019 – 2021

LANGUAGES AND CERTIFICATIONS

Portuguese: Native · **English:** Intermediate (B1)

Cambridge English: First (FCE) · B1 level certificate · Cambridge University Press & Assessment, 2023