



Frederico Rosa

GRAPHIC DESIGNER

Profile

Multifaceted professional specializing in Graphic Design with extensive experience across various sectors. Skills encompass visual communication, operational management, and digital project development. Motivated, bilingual, and committed to achieving results aligned with business goals.

Employment History

Product Manager, Trynoma Unip., Barreiro

MARCH 2024 – MARCH 2025

- **Merchandise and Order Management:** Planning, coordination, and control of supplier and customer orders, ensuring efficient management of the supply and distribution cycle.
- **Customer Relationship Management:** Development and maintenance of strong customer relationships, ensuring a high level of satisfaction and identifying opportunities for growth and loyalty.
- **Inventory Control:** Monitoring and optimization of stock management, ensuring product availability and avoiding excess or shortage of inventory.
- **Creation of Promotional Materials:** Development of promotional graphic content to highlight products and services, both for advertising campaigns and sales support materials.

Graphic Designer, Fish Planet Group LDA, Almada

NOVEMBER 2021 – AUGUST 2023

- **Responsible for Group Visual Identity:** Planning and developing visual communication for three distinct brands, including pet stores, veterinary clinics, and an animal hotel, ensuring consistency and effectiveness of campaigns.
- **Creation of Promotional Materials:** Developing attractive and strategic promotional materials, adapted for use in physical points of sale and digital platforms, with a focus on maximizing impact with the target audience.
- **Definition of Communication Style:** Implementing a coherent and recognizable visual identity for the group, strengthening the brands' positioning in the market.
- **Integrated Digital Management:** Overseeing two websites and all brand social media, with content management, campaigns, and audience interaction to increase visibility and engagement.

Passenger Assistance Coordinator, Portway SA, Aeroporto Humberto Delgado

JUNE 2017 – MARCH 2020

- **Team Coordination:** Planning and managing the activities of teams responsible for assisting passengers with reduced mobility, ensuring efficiency and meeting deadlines in daily operations.
- **Equipment Management:** Supervising the use and maintenance of specialized equipment, such as vans and ambulifts, ensuring their availability and proper functioning for boarding and disembarking.
- **Interdepartmental Communication:** Answering phone calls and coordinating with various companies and entities operating at Lisbon Airport, promoting effective collaboration between the parties involved.

Details

Seixal
Portugal
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NATIONALITY

Portuguese

DRIVING LICENSE

Categoria B

DATE / PLACE OF BIRTH

26/01/1987

Lisbon

Links

[Portfolio - Illustration](#)

[Portfolio - Fish Planet](#)

[Data Analytics Google Certificate](#)

[Advance Training Adobe
Illustrator Certificate](#)

[Programming Languages
Certificate](#)

[RVCC - EQF 3 Certificate](#)

Languages

Portuguese

English

Spanish

Russian

Skills

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Adobe InDesign

Adobe XD

HTML & CSS

PHP

SQL

JavaScript

- **Personalized On-Site Assistance:** Providing direct and personalized support to passengers with reduced mobility, ensuring a safe, comfortable, and inclusive experience during their journey at the airport.

Graphic Designer, MelhorOferta LDA, Santarém

JANUARY 2014 – DECEMBER 2016

- **Responsive Web Development:** Creation of modern and mobile-optimized websites, tailored to the needs of companies and businesses, with a focus on usability and attractive design.
- **Campaigns and Promotional Materials:** Collaboration in the development of successful marketing campaigns, including the creation of impactful graphic materials and promotional content.
- **Digital Presence Management:** Supervision and updating of various websites and social media of the main company, including platforms such as lojadosbrindes.com, melhoroferta.pt, and fexiobra.pt, ensuring a consistent and effective digital presence.
- **Implementation of Digital Marketing Tools:** Configuration and management of marketing and data analysis tools, such as Google Ads and Google Analytics, optimizing campaigns and monitoring metrics to improve business results.

Graphic Designer, Lilith Red Online Shop, Santarém

MAY 2011 – JANUARY 2014

- **Digital Identity Development and Management:** Creation, branding, and maintenance of the store's website, ensuring an optimized user experience aligned with the brand's identity.
- **Order Management:** Coordination and efficient execution of customer order processing, ensuring their satisfaction and timely product delivery.
- **Social Media Marketing and Advertising:** Planning and implementation of digital marketing strategies, including the creation of advertising campaigns and social media content management to increase brand reach and engagement.
- **Promotion Through Events:** Organization of alternative and creative events, such as concerts and fashion shows, to strengthen brand presence and attract new customers.

Technical Support Specialist, DigitalVideo LDA, Vila Franca de Xira

DECEMBER 2008 – JANUARY 2010

- Electronics & IT repair (hardware/software).
- Alarm and satellite system installation.

Business Analyst & Customer Support, Avançar LDA, Lisboa

JANUARY 2005 – AUGUST 2008

- Document/contract review.
- Route planning.
- Database management.
- Phone-based customer support."

Education

EQF 3, ISLA Santarém, Santarém

APRIL 2010 – JUNE 2011

- RVCC - EQF 3 (upper secondary education)

Google Data Analytics Certificate, Coursera

JANUARY 2021 – JUNE 2021

Share Data Through the Art of Visualization

Git

Cubase

ComfyUI

Hobbies

My cinema blog:
www.cineit.blog

Data Analysis with R Programming

Analyze Data to Answer Questions

Ask Questions to Make Data-Driven Decisions

Prepare Data for Exploration

Process Data from Dirty to Clean

Certificate of Qualifications - Web Programming, IEFP

MARCH 2021 — AUGUST 2021

- Software Engineering
- Web Programming (HTML, CSS, PHP and JavaScript)
- C / C++ Programming Fundamentals
- Programming Project in C
- Team Web Developing Using Git
- SQL Databases

Advanced Adobe Illustrator, Udemy

SEPTEMBER 2022 — OCTOBER 2022

- Advanced Training in Adobe Illustrator CC

Volunteer Work

Associação Dá-me A Tua Mão, Seixal

JUNE 2020 — PRESENT