Igor L. P. Lajarin - Digital Designer

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SUMMARY

Digital Designer with 6+ years of experience delivering impactful design solutions for international and national clients including Diageo, Reckitt, Electrolux, Mitsubishi, Domino's Pizza, Stock Car, Grupo Angelus, and Descarbonize Soluções (Brookfield Private Equity). Skilled in branding, packaging, visual identity, UI/UX, digital campaigns, and CRM-focused marketing. Adept at leading creative projects, collaborating with cross-functional teams, and ensuring alignment between design and business goals. Strong expertise in Adobe Creative Suite and UX tools.

WORK EXPERIENCE

Descarbonize Soluções (Brookfield Private Equity) **Feb. 2025 – Present**
Senior Graphic Designer *Maringá, PR*

- Lead the entire design department, serving as main point of contact for creative projects.
- Develop online and offline materials: social media content, ads, presentations, websites, print, packaging, and branding.
- Manage the creative process end-to-end, ensuring visual consistency and business alignment.
- Create and maintain brand identity and style guides.
- Collaborate with marketing, product, and sales teams to deliver impactful campaigns.

Grupo Angelus **May 2023 – Feb. 2025**
Graphic Designer *Maringá, PR*

- Assisted in management of the creative team.
- Directed omnichannel campaigns alongside marketing.
- Designed marketing assets for paid/organic media, email, web, PowerPoint, print, social media, and internal communication.
- Led one of the company's largest annual print projects across 75+ locations nationwide.

Newbacon **Dec. 2021 – Mar. 2023**
Art Assistant *São Paulo, SP*

- Created offline and online design projects for campaigns and brand communication.
- Creatives helped increase CRM participation for Diageo's "The Bar" from 3% to 30%.
- Delivered campaign assets for major clients including Reckitt, Diageo, Electrolux, and others.
- Designed email marketing, landing pages, and digital banner ads.

Fasters **Feb. 2021 – Jul. 2021**
UI Designer *São Paulo, SP*

- Designed web interfaces, institutional websites, event visuals, and landing pages.
- Developed social media posts for international clients (e.g., Angola).

Raport **Feb. 2020 – Jan. 2021**
Graphic Designer *Marechal Cândido Rondon, PR*

- Created layouts, logos, stickers, and offline media assets using Adobe Creative Suite.

EDUCATION

UniCesumar **Mar. 2024**
Postgraduate Degree in UX Design

Universidade de Franca **2019 – 2021**
Technologist Degree in Graphic Design

SKILLS

- Branding & Visual Identity
- Packaging Design & Key Visuals
- Campaign Design (Digital & Print)
- UI/UX Design, Wireframing & Prototyping (Figma, Adobe XD)
- Email Marketing & CRM Assets
- Social Media Design & Paid Media Assets
- Creative Direction & Team Collaboration
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)