

Objectives

Advertising and marketing: creation and design;
Marketing communication and brand based briefs;
Layouts production including the front end web design.

Brazilian (EU passport)

ralph@madcap.com.br

contact phone - +55 61 3879-7014

mobile - +55 61 9291-3733

Qualifications and skills

- Ten years of internet design expertise;
- Development and planning of portals and big websites (*Zaz, Terra, Portal Educacional*), Internet Bankings (*Banestado, Bemge, Banespa, Banpará, Banrisul*) and e-commerce background. Ability to maintain and update sites, create, review and edit web content.
- Proposals conception to prospect new clients.
- Artworking of brands, visual identities and printings.

Professional Experience***UnB - CDT (University of Brasília - Technologic Development Support Center).***

Educational development team for virtual technology, distance education, internet backgrounds and government partnerships.

<http://www.portaluniversitario.com.br>

JAN/2006 - Present. (Brasília, Brazil)

- Improve data architecture and visual composition;
- Planning of marketing tools for educational institutions;
- Development of solutions to increasing academic usage;
- Creation and standardization of internet visual identities for colleges and universities;
- Elaboration of proposals and mock-up to prospect new educational institutions.

Positivo Informática Ltda.

The biggest brazilian computer factory and owner of the most visited educational websites in Brazil. | <http://www.positivoinformatica.com.br>

SEP/2000 - OCT/2005. (Curitiba, Brazil)

- Member of the *Portal Educacional*'s initial formation (In September 2000 the portal had 500 monthly visitors; in 2005, it reached the mark of 2.500.000 visitors per month);
- Interaction of marketing and planning areas of the portal with mutual creation of projects for internet and their publicity campaigns;
- Fusion schools basic procedures into internet applications;
- Design of web layouts for companies of the *Positivo Group* and partner schools;
- Elaboration of proposals e multimedia simulations to prospect new technologies, clients and tools.

PontoCom Agência de Internet Ltda.

Online advertising agency. | <http://www.agenciadeinternet.com>

SEP/1999 - SEP/2000. (Curitiba, Brazil)

- Management of conception processes (planning and art direction);
- Daily content management of *Cidade Virtual de Curitiba* owned by *Portal Terra*, including the edition and production of news and reports.

Cinq Technologies

Internet provider and hosting, e-commerce and Internet Banking manager. | <http://www.cinq.com.br>

DEC/1998 - SEP/1999. (Curitiba, Brazil)

- Creation of complete solutions for web, from visual identity (brand e printings) to layout planning and creation, including also the front end web design, posting and updating control;
- Design for Internet Bankings, cash dispensers (ATM), software environment, browsers and data optimization;
- Daily content management of the biggest cultural website of Curitiba (GuiaCWB);

Education

Bachelor degree in Communication – proficiency in Advertising and Marketing

University Tuiuti do Paraná (UTP)

2001 - 2005

References and additional information

Knowledge of graphic processes, know-how of the main desktop publishing applications (MAC and PC), knowledge of programming languages and routines for internet (cross-browsing, data optimization and web environment customizing); fluent Portuguese and English, German passport (EU); References available upon request.

- Portfolio: www.madcap.com.br/ralph/en