

## **Renata Guedes Paces Carvalho**

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I have a degree in Graphic Design from the Faculty of Fine Arts of São Paulo and an extension at the Scuola Lorenzo de Medici in Florence. Currently, I am an entrepreneur at Fun Store where I participated in the conception of the business model, brand branding, implementation of the opening process of more than 8 stores, people management with training for over 30 employees, communication, digital marketing, product curation, website, digital media, and e-commerce.

I have been working in the editorial and graphic market for over 20 years developing and creating:

- Graphic projects for books, magazines, catalogs, folders, menus;
- Packaging design;
- Logotypes;
- Advertising and animation;
- Digital presentations in PPT, marketing campaigns, brand branding.
- Photobooks and images, as well as all printed visual art.

I have created over 200 book covers and worked in different areas of design: decoration, textile design, reporting, illustration, visual and plastic arts.

### **Experience:**

#### **Self-Employed Entrepreneur - to present date**

I have built a progressive career as an entrepreneur in the geek universe with a proven track record of creating and developing successful businesses. I developed leadership skills, problem-solving, risk management, creativity, and strategic thinking increasing the company's revenue, expanding into new markets, and launching successful products such as collectibles and licensed products. I innovated the business concept for the geek kiosk by finding creative solutions to the business and structural challenges of this operation. I created an innovative concept by combining classic rock retro with pop culture, being the first store to bring the concept to retail 7 years ago. The Fun Geek concept was groundbreaking.

I developed branding and marketing for brands such as: Fun Store (retail store), La Piadina (restaurant), Hooray (e-commerce), Collier Chou (jewelry), Finestra (accessories), Pizza 10 (e-commerce), Achei meu Pet (mobile app), JI Comunicações, Conviva (packaging), Laçarote (accessories), among others.

I have experience in creating and designing graphic and digital media, website development, app, internal communication with employees, and PowerPoint presentations, purchasing and negotiations with shopping malls, implementation of administrative processes, implementation of technology with POS system, and employee management.

I started by developing advertising inserts, flyers, promotional materials, book covers, totaling more than 200 publications, layout projects, and logo creation for companies such as: Instituto Sedes Sapientie, Ediouro, Editoras Gente, Aleph, Madras, Tapioca, Novo Século, Landscape, Saraiva, among others.

#### **Formatex - Graphic Producer - 2000 to 2001**

Creation and development of advertisement production (print media), catalogs, printing, interior decoration, internal communication for employees, process implementation.

#### **Casa Fortaleza - Creation Assistant - 1995 to 1996**

Creation and development of patterns, reporting, drawing and creation of fabric prints, window dressing, production of advertising photos, purchasing.

### **Education**

Faculdade de Belas Artes de São Paulo, 1992 to 1995 - Bachelor's Degree in Industrial Design with a focus on Visual Programming.

### **Languages**

Advanced English - The OxfordArels Examination in English as a Foreign Language Certificate - issued in 11/1993.

Basic Italian - Normale di Lingua Italiana Certificate, issued in 07/1996.

### **Additional Courses**

Mobile Developer Technical Course - 2017 - Senac (html, css, java, php).

Painting and Collage Course - 2015 and 2011 - taught by Prof. Adrianne Gallinari - Instituto Tomie Ohtake.

Children's Illustration Course - 2012 - Odilon Moraes and Fernando Vilela - Instituto Tomie Ohtake.

Intensive Advanced Graphic Design Course - 2016 - Scuola Lorenzo de'Medici, Florence, Italy.

Intensive Advanced Graphic Design Course - 2016 - Scuola di Design & Fotografia Art E..., Florence, Italy.

### **Skills**

InDesign, Photoshop, Illustrator, Microsoft Office Suite, basic programming, mobile app development, HTML5, CSS.