



Marco Brito

I'm a graphic designer, specializing in branding and art direction.

I create captivating, clean work always striving to convey meaning in every design.

Bom Dia

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Education



CARLETON UNIVERSITY | 2011 - 2015

Bachelor of Information Technology · Interactive Multimedia and Design (Co-op)

In collaboration with Algonquin College

Specialties

Branding — Logo · Identity · Strategy

Advertising — Web Banners · Social Media Ads · Print

Photography — Portrait · Landscape · Street · Event

Art Direction — Concept · Reasoning

Digital — Web Design · Social Media · Mobile

Print — Editorial · Large Format · Lookbook

Technical Skills

Graphic Design — Layout · Typography · Golden Ratio ·

Design Elements · Design Principles

Digital — HTML · CSS · UI · UX · RGB

Photography — Composition · Golden Ratio · Editing

Creative Cloud — Illustrator · InDesign ·

Photoshop · Premiere · After Effects · Lightroom

Print — Paper Options · Marks & Bleed · CMYK

Communication — English · French · Portuguese

Work Experience

GRAPHIC DESIGNER

January 2018 - Present

Steve Nash Fitness World & Sports Club | UFC GYM, Vancouver, BC

Create and strategize marketing materials for SNFC and UFC GYM

- Design the visuals of monthly campaigns, events and long-term projects for SNFC clubs and UFC GYMs
- Strategize monthly campaigns for internal (in-gym) and external (Web Banners, Social Media Ads) audiences
- Design logos for GT12, Lake to Lake, and other external and internal initiatives
- Communicate with printing partners and print in-house to complete ongoing projects
- Event photography for KitsFest and UFC Glowboxing
- Organize and print design collateral for multiple 26 club couriers

FREELANCE

2016 - Present

Brand clients' visions in creating logos, prints, and social media plans

- My portfolio showcasing my work can be found at marcoalvesbrito.com

WEB COMMUNICATIONS OFFICER & GRAPHIC DESIGNER

October 2016 - April 2017

Canadian Institutes of Health Research, Ottawa, ON

co-op May 2014 - Sept. 2014

co-op Sept. 2013 - Dec. 2013

Led the rebrand of external/internal TV news graphics

- Evaluated and develop clients' web requests
- Filmed and edited internal interviews and promotional videos
- Collaborated with the Creative Services to develop branding for future social media posts
- Improved work efficiencies by implementing organizational systems such as Trello and scrum methodologies
- Supported the design requirements for new website projects and initiatives (e.g. Intranet renewal)
- Formated and published the CIHR website using the content management system Drupal
- Ensure compliance of web accessibility and usability standards

COMMUNICATIONS OFFICER & GRAPHIC DESIGNER

June 2016 - September 2016

Department of National Defence, Ottawa, ON

Led the rebrand of reports, infographics and charts for the minister of National Defence

- Provided technical support for design softwares to co-workers
- Implemented Scrum processing framework to maximize the quality of each deliverable
- Created storyboards for informational animations and videos
- Ensure web accessibility and usability standards are met through the content management system WIM
- Work in a Mac and Windows environment

WEB APPLICATION OFFICER & GRAPHIC DESIGNER

August 2015 - May 2016

Canada Border Services Agency, Ottawa, ON

Led the branding of social media graphics (Facebook, Twitter)

- Create recognizable and clean icons for each social media topic (Travel Tip, Recruitment, etc.)
- Design bilingual graphics within tight deadlines
- Develop social media posting templates, how to documents and branding guidelines for the design team
- Used Hootsuite to manage and efficiently post over multiple social media platforms
- Validated and approved web requests for clients in Canadian regional and branch offices
- Format & publish Corporate Affairs branch webpages while ensuring web accessibility and usability standards

CREATIVE DESIGNER (CO-OP)

January 2013 - August 2013

DragonWave Inc., Kanata, ON

Develop and design a marketing campaign (A New Flavour billboard)

- Design and edit product sheets and company's brochure using Adobe Photoshop, Illustrator, and InDesign
- Copywriter for marketing campaigns and electronic direct mailers
- Develop electronic direct mailers (EDMs) in HTML for email clients and web landing pages using Drupal
- Create a file structure for the marketing department's documents, directories, and product photos
- Introduce MailChimp and develop "how-to" documents for integration