

## BERNARDO DE SOUZA

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### EDUCATION

**FAAP - FACOM**, São Paulo, Brazil  
BA in Communications & Advertising,  
2001 - 2005

### SKILLS

In-depth understanding of the design process from initial brief to final delivery, in print and web.

In-depth knowledge of color, typography and grid layout systems.

Experienced in working with web developers.

Experienced in client communication & presentation.

### SOFTWARE

Proficient with:  
Adobe CS4's Photoshop, Illustrator and InDesign. HTML and CSS.

Knowledgeable with:  
PHP, JQuery and Flash

### LANGUAGES

Fluent:  
English  
Portuguese

Basic:  
Spanish

### PROFESSIONAL EXPERIENCE

**Freelance**, New York, NY  
Freelance Graphic Designer, December 2009 to Present  
Specializing in web design with a balance between usability and great user experience.

**Glover Group**, New York, NY  
Designer, March 2007 to December 2009  
Redesigned *Adrienne Vittadini's* Logo, Corporate Identity, Website and also collaborated on design of Branding Book. Redesigned *Young Audiences New York's* Logo, Corporate Identity, website and designed the 2007/2008 Program Guide. Designed and built *Glover Group's* new website. Collaborated on research and daily requests for *Eileen Fisher* and *Donna Ricco*. Art Directed Echo's 2008 Kaleidoscope Ad campaign, and redesigned Echo's website. Designed and built website prototypes for new business pitches.

**Giovanni Bianco Studio 65**, New York, NY  
Design Intern, September 2006  
Assisted and researched for *Max Mara's* 2006/2007 fall/winter collection catalog.

**Escarola Comunicação**, São Paulo, Brazil  
Designer, September 2005 to August 2006  
Designed featured stories for *Pancrom News Magazine*. Also designed restaurant menus, promotional material, websites and ads.

**Curvas Magazine**, São Paulo, Brazil  
Freelance Designer, May 2005 and December 2005  
Remodelled graphic project and designed issues 4 and 5.

**Smart Design**, São Paulo, Brazil  
Junior Designer, March 2004 to April 2005  
Designed magazines, logos, packages, catalogs, ads and websites.

**Prumo Comunicação**, São Paulo, Brazil  
Art Assistant, May 2003 to February 2004  
Assisted ads, catalogs and promotional material.

**Retrato Falado Bureau Gráfico**, São Paulo, Brazil  
Pre-press Intern, January 2003 to May 2003  
Scanning, image retouching, digital proofs, film confection, and other pre-press tasks.

### EXTRA CURRICULAR COURSES

**NYU -**, New York, NY  
**Starting Your Own Small Business**, Spring 2010

**ICP - International Center of Photography**, New York, NY  
Advanced Retouching Techniques, Fall 2007

**SVA - School of Visual Arts**, New York, NY  
Continuing Education, Fall 2006  
Make Type Talk (with Prof. Ed Benguiat), Type Talk, Editorial Design, Design for the Real World.

**NYU - New York University**, New York, NY  
Advanced Writing Workshop, Fall 2006

**Central Saint Martins**, London, UK  
Introduction to Graphic Design and introduction to Advertisement, July 2002