

LISSANDRO SILVA

UX/UI and Creative Designer

15+ years of multi-disciplinary creative experience in print, digital and short animations. I conceptualize, design, and deliver innovative visual solutions from ideation to completion, using my knowledge in UX/UI to design seamless user experiences.

Adaptable and collaborative, I thrive in various work environments, managing multiple projects effectively. Proven track record working with renowned brands such as Heineken, Estee Lauder, Pizza Express, Go City, Ann Summers and TK Maxx among others.

Experience

**Contractor
Creativel Designer**
Oct/18 - March/20
Jan/22 - Present

Go City - London, United Kingdom
Responsible for the creation of all digital assets during the website migrations (over 30 different markets) for both brands: Go City and The Great Cities Pass. Also designed the lead visuals and BAU assets for homepage banners, emails, social media, short animations, PPC/affiliate banners and conceptualizing and implementing additional web pages.

**Freelancer
Digital Designer**
May/21 - July/21

TJX Europe - London, United Kingdom
Working on digital projects for TK Maxx, conceptualizing and implementing home page banners, emails and short animations.

**Freelancer
UX/UI Designer**
May/21 - Aug/21

HomeCycle - London, United Kingdom
Led the complete redesign of a startup's homepage and mobile app, collaborating closely with the founder throughout the process, from user research and wireframing to high-fidelity prototypes. By focusing on user-centered design principles, I improved user engagement by 20% and increased conversion rates by 15%, ultimately contributing to the startup's growth.

**Freelancer
Digital Designer**
May/21 - Feb/22

Truant - London, United Kingdom
My role consisted of designing for digital, and social media projects, working alongside the creative team conceptualizing campaigns and updating the homepage, across different clients such as Pizza Express and Royal Caribbean Cruises.

**Senior
Creative Designer**
Oct/17 - Aug/18

Ann Summers - Caterham, United Kingdom
Creation of seasonal 360 lead visual concepts and BAU assets across different media. Digital: web banners, emails, social media and short animations. Visual Merchandising: window design, guidelines, seasonal and promotional POS. Print: packaging, leaflets, stationery, magazine ads, OOH and large format graphics.

**Creative and
Branding Director**
Jul/08 - Jun/16

Tricky Hips - São Paulo, Brazil
Concept and implementation of seasonal 360 campaigns and BAU assets across different media. Mainly digital (website and eCommerce implementation, emails, social media, short animations and PPC banners), and a bit of print, campaign art direction, set design concepts. Also managed the team of PR, intern, accountant, web developer and illustrators, overseeing every project to meet the deadlines and budgets.

Education

Product Design

Experience Haus - London, UK
Certificate in UX/UI covering every stage of digital product design.

Branding & Marketing

Escola Superior de Propaganda e Marketing - São Paulo, Brazil
Intensive courses in Branding and Marketing at the same institution.

Desktop Publishing

Panamericana Escola de Arte e Design - São Paulo, Brazil
Publishing, image manipulation, vector and editorial skills course.

Graphic Design

Central Saint Martins University of the Arts - London, UK
3-month summer course in Graphic Design foundation.

Fine Arts

Universidade Federal do Rio de Janeiro - Brazil
Bachelor's degree in Set Design at the Fine Arts School.

Contacts

+44 7397 137328

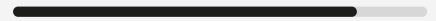
lissandrosilva.com

contato.lissandrosilva@gmail.com

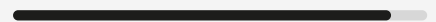
[linkedin.com/in/lissandrosilva](https://www.linkedin.com/in/lissandrosilva)

Skills

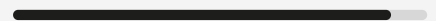
Photoshop



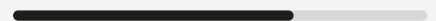
Illustrator



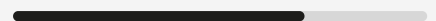
InDesign



After Effects



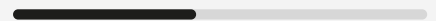
Figma



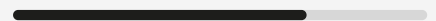
Wix



Shopify



Mailchimp



Design

Print

marketing collateral / stationery / invitation / merchandise / packaging

Digital & UX/UI

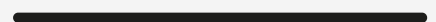
ux / ui / presentation / social media / email / animation

Visual Merchandising

window design / pos / store concept / guideline

Languages

Portuguese



English



Spanish

