

Name

Elizabeth Christina
da Silva



João Pessoa (PB)

Brazil

Phone Number

+55 (83) 99850-2727

Email

contatobethbrands@gmail.com

Social Networks

Instagram

Portfolio

Linkedin

Academic education

Graduation in Social
Communication

Advertising by the Instituto
de Educação Superior
da Paraíba (IESP)

Atuação profissional

- Art Director at Central
Comunicação (2015 - 2017)

Junior art director, responsible
for creating visual solutions for
brand social media arts for the
most diverse segments.

- Senior Designer at Otb
Comunicação (2017-2019)

Senior art director, responsible
for creating visual solutions for
Branding projects in the most
diverse segments.

- Brand Designer at VTEX
(2019 - currently)

I'm responsible for creating and
maintaining VTEX's visual identity.
My objective is to raise the visual
expression of VTEX and ensure
consistency in all points of contact
with the brand, helping to achieve
a global brand presence.

Skills

- Branding Design
- Strategic positioning
- Illustration
- Adobe Illustrator
- Adobe Photoshop

- Adobe InDesign
- Concept Art
- Advertising
- Editorial design
- Naming

Language

- Portuguese (Native)
- English (Intermediary)