

EDUCATION

São Paulo State University, Brazil

Bachelor of Social Communication:

Radio and TV

January, 1998

Honors: Magna cum laude

Google UX Design Professional Certificate

Coursera

March, 2023

SKILLS

Visual Effects

Responsive Design

Wireframing

Prototyping

Animation

Lottie & Json

Video Editing

Color Correction



Figma



XD



After Effects



Premiere



Photoshop



Lottie Files

NATIVE Portuguese

FLUENT English

MID-LEVEL Spanish

 Portfolio www.luizzen.com

 1-minute reel vimeo.com/luizen/reel

UX PROJECTS

Out&Safe, 2023

App and responsive website that promotes the safety and well-being of the LGBTQ+ community.

Quick, 2023

Responsive website for easy property search, working seamlessly on all devices.

Brazilian Steakhouse, 2022

App to enhance all-you-can-eat experience by allowing users to pre-select dishes without interruptions from waitstaff.

EXPERIENCE

SUMMARY

Passionate about using design as a tool for positive change and impact through designs for good.

Over 20 years of experience in video production.

Cannes Corporate Media & TV Award 2014 winner for innovative storytelling using special effects.

Strong background in creative problem-solving, storytelling, and visual communication enhances the ability to design user-centered experiences and create designs for good.

Recently completed the Google UX Design Certificate.

VIDEO EDITOR

Jellysmack, New York, March, 2022 - Present

Editing and performance optimization for social media videos.

- Empathizing with the audience to achieve maximum engagement and retention.
- After Effects custom animations to emphasize content and establish audience connection.

MOTION DESIGNER & VIDEO EDITOR

Armazen Filmes, São Paulo, 2010 - 2021

Responsible for providing video production services for educational videos, short-form documentaries, and advertising campaigns, ensuring great attention to detail at every stage.

- End-to-end video production.
- Working directly with clients to understand their needs.
- Visual effects and animations to increase the visual appeal and explanatory value.

VIDEO PRODUCER & EDITOR

Rodobens Corporate Communication, São Paulo, 2002 - 2009

High-quality corporate video content and broadcast transmissions.

- Meetings with clients to discuss their needs.
- Development of a visual package (lower thirds, bumpers, transitions, and virtual sets).



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luizen2145@gmail.com