

# WLADIMIR FILHO

Frontend and mobile developer

🌐 **Portfolio**  
[www.wladimirfilho.com](http://www.wladimirfilho.com)

🔄 **GitHub**  
[github.com/WladimirFilho](https://github.com/WladimirFilho)

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📄 Full-time visa working rights

## SKILLS

### FRONTEND DEV

- HTML / CSS / JS
- Tailwind and Sass
- React JS / Next JS

### MOBILE DEV

- Flutter Framework
- Dart language
- React Native

### DESIGNER

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Figma

### OTHER

- Scrum
- Agile

## EDUCATION

### Bachelor of Information Technology, Mobile App Development | 2023

AIT - Academy of Interactive Technology

## ABOUT

I discovered a deep passion for creating innovative solutions while working as a successful graphic designer for over a decade. This led me to become a developer, crafting interactive, user-friendly web and mobile applications. My background in both design and coding allows me to bring contemporary, customer-focused expertise to the projects I manage.

## RECENT EXPERIENCE

- Moved to Australia in 2015
- Completed Advanced Diploma in technologies and business
- Completed Bachelor of Information Technology
- Worked in logistics in the shipping industry while studying full-time
- Completed freelance design projects such as designing brands, social media posts and stationery materials work.
- Created, designed and developed a mobile app called MyFunCity, using Flutter and Firebase
- Designed and developed my portfolio using React Js and Next Js

### CREATIVE ART DIRECTOR | JAN 2012 - APR 2017

CC&P ADVERTISING SERVICE

CC&P is a well-established advertising agency in Sao Paulo, Brazil.

- Developed and executed creative concepts, ensuring brand consistency and effective communication of client's message.
- Led and collaborated with teams, including designers, writers, and marketers, to successfully execute integrated marketing campaigns.
- Created diverse solutions such as commercial movies, jingles, visual concepts, print layouts, web and mobile design, and UX/UI experiences.
- Managed multiple projects simultaneously, meeting deadlines while maintaining a high level of attention to detail and accuracy.
- Implemented UX/UI principles to create user-centric designs that enhance the overall user experience and drive engagement.

**Advanced diploma in information, technologies, communications and business | 2020**

Wells college

**Bachelor in Business Marketing and advertising | 2015**

FECAP

**Diploma in Creative process and design | 2010**

SENAC

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**CERTIFICATIONS**

Rockseat

Javascript, React Js,

React Native

**rocketseat.com.br**

Flutter Academy

**academiadoflutter.com.br**

Flutter

Clean Architecture

**fluttermapp.com**

Traversy Media MERN Stack

**traversymedia.com**

Frontend Master

**frontendmasters.com**

NeetCode

Coding and Algorithms

**neetcode.io**

**ART DIRECTOR | FEB 2010 – AUG 2012**

VOLCANO HOTMIND ADVERTISING AND PRODUCTION

Volcano was an agency that offered clients great ideas to connect the public with their products using advertising and innovative approaches.

- Designed visuals to communicate brand messaging to establish brand identity and create visual concepts to pitch and share the experience.
- Designed ideas and UX/UI best practices to create intuitive user experiences.
- Maintained updated with design trends and best practices, continually refining design skills and techniques.
- Created products such as web applications, UX/UI experiences, printing products, presentation books, and so much more.
- Pitched ideas to clients, meetings, and visiting new potential customers.
- Brainstormed new ideas with the team of writers, artists, and movie directors, all involved in creating new products.

**ACCOUNT EXECUTIVE | OCT 2009 – JAN 2010**

DZN ADVERTISING

A mid-weight design agency with a focus on educational companies and innovative products.

- Pitched new ideas to customers and developed slide proposals to communicate concepts and solutions effectively.
- Followed up on production processes and coordinated with print shops and suppliers to ensure timely delivery of products.
- Maintained solid relationships with clients through regular communication and engagement.

**ADVERTISING ANALYST | JUN 2007 – MAY 2009**

CARREFOUR RETAIL

Carrefour is a multinational retail corporation that operates a chain of supermarkets, convenience stores, and other retail formats.

- Analyzed advertising campaigns and results to enhance their effectiveness.
- Used data and analytical tools, including dynamic tables from Excel and Access.
- Evaluated campaign performance and identify areas for improvement to provide actionable recommendations based on data analysis.
- Maintained regular contact with branches to receive daily reports.
- Collaborated with the marketing team to develop future action plans.
- Maximized sales through data-driven insights and strategic decision-making.