Charles Bamam
Designer / UX UI and Graphic Design

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Sumary

Self-motivated Designer with extensive experience with art direction, graphic design, editorial and marketing design projects for advertising, social media, books and magazines and branding initiatives.
Currently thriving in a career as a Product Designer, UX and UI acting in crafting digital interfaces in the most diverse segments as creating products for websites and apps for banks, software houses, clinics, non-profits and more.

Recently I've been interested in working on improving Artificial intelligence to my design processes skills.

Work Experience

Graphic Designer / UX UI (Calgary/Canada)

S4A IT Solutions. January/2024 – May/2024
- Standardized all visual communication for presentation and customer acquisition, applying rules for using the brand for different media.
- I created templates for marketing, sales and product areas, to provide the sectors with company branding.
- I provided design support for the company's social networks, creating posts of all types.
- I created and adapted content pages to update the company's website.
- I planned, wrote and designed an ebook to disseminate the company's expertise in the field of user experience design - UX.
- I designed high-resolution prototypes to improve the company's products.

Product Designer UX UI (Brazil)

Bradesco. November/2022 – November/2023
- Built low and high-fidelity prototypes for desktops and apps that improve high-user experiences.
- Create wireframes, prototypes, and high-fidelity mockups facilitating decision-made protocols.
- Planned and executed the design of interaction flows helping the Product team to achieve better results.
- Interpreted diagrams to create screens and information architecture alongside Product Owner's challenges.
- Participated in digital product creation processes based on Design Thinking and Agile methods.

Digital Marketing Designer (Brazil)

Zayen – Jan/2021 – Sep/2022
- Created Digital Marketing strategies for online courses launching.
- Collaborated with defining the sales funnel, marketing automation and conversion techniques.
- Crafted Landing Pages to capture Leads and convert them to clients.
- Experience in creating visual content for platforms such as Facebook and Instagram.
- Familiarity with performance analysis tools to evaluate the effectiveness of campaigns.
- Worked together with the creation of online ads, doing audience segmentation and media programming.

Graphic and Editorial Designer (Brazil)

Federal Institute of Education – IFRN. March/2011 – March/2022

- Created Designs for projects for books and magazines.
- Created e-books and webpages for events.
- Made branding and logotypes for a diverse quantity of scientific projects.
- I had the opportunity to select, train, and mentor new designers.
- Helped to create a graphic production flow for the University Press

Volunteer Designer (Brazil - remote)
Missão Alef / Non-profit, October/2015 – Current
- Participate in the creation of campaigns and initiatives for volunteering achieving great results.
- Designed logos and visual identities for most campaigns engaging the public.
- Created UX and UI design for event websites that opened Alef to the digital world.
- Developed the creation of landing pages for events to capture leads and subscriptions.

Education

Ai for Designers
Interaction Design AssoFoundation - Currently coursing.

UX Design Professional
Mentorama, Brazil, August/2021 – January/2022.

Master's Degree in Design
Universidade Federal do Rio Grande do Norte, Brazil, September/2016.

Bachelor's Degree in Art and Media Direction
Universidade Federal de Campina Grande, Brazil, November/2003.

Skills

Adobe Creative Suite
Adobe XD
Figma
Building Relationships
Digital Marketing Design Campaigns
Visual design
Creativity
Flexibility
Interpersonal skills
Self-managed
Problem Solving
Multidisciplinary team worker
Social Media Marketing
Time management

*References upon request