

JESSICA H. GERALDELI

Visual Designer

London, U.K.

CONTACT

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“ A creative, multi-tasking and highly organised designer that worked within global financial services, real estate, retail, fashion, and hospitality sectors including important brands as IG, StoneX, eBay and a Volkswagen retailer. Expertise in delivering high quality user interface design, explainer animations, pixel-perfect website designs for desktop, tablet and mobile, social media content and ads, seasonal and long-term campaigns. Builds collaborative and insightful relationships within creative agencies, in-house marketing departments and stakeholders, driving to achieve and exceed expected results. ”

WORK EXPERIENCE

> StoneX Financial, London UK

A Fortune 500 company that provides global customers execution, clearing and advisory services in commodities, capital markets and more.

Visual Designer

Feb 2021 - Present

Work on the rebranding of 3 different company websites, social media assets, landing pages, platform mock ups and other visual design requirements.

- Designed the new StoneX website, that required over 100 new pages for desktop and mobile, 50+ new modules and 1000+ new assets designs. Was the main source of contact for developers and stakeholders on the absence of our senior designer and assisted new hires and contractors on their tasks while working on the project.
- Worked alongside dev and web-ops teams to deliver the rebrand of new City Index website to high standards.
- Took ownership of a Singapore product campaign in the absence of our senior member, contacting stakeholders and web-ops for feedback on the live page, and assisting our team with all important updates.
- Delivered all website assets for our City Index trading websites with consistency and high standard. Designed some new concepts for their headers across all markets so they would look more in brands according to our stakeholder's feedback.
- Created brand new designs for Forex.com header images that's been well received and used across all US website, making sure they had a more modern and up to date design look and feel.
- Was responsible for the designs of our investments City Index website, including new modules, page designs, and CTAs.
- Assisted on page designs and module library of Forex.com uk website redesign.

> IG Group, London, UK

A FTSE 250 company, a world leader in derivatives trading.

Motion Graphics Designer

July 2018 - December 2020

Create animations and video editing for their website, internal communication, social media and marketing campaigns for different local offices around the world.

- Produced Turbo's launch campaign for 8 countries in Europe including Germany, Spain and France, creating social media videos, targeted to advertise the product to existing and new clients. Subsequently adapted and future re-uses in important markets.
- Collaborated and worked closely with stakeholders and campaign managers to produce in-house explainer videos for the launch of Options product, localised for 10 different markets.
- Produced 40+ cryptocurrency videos for international markets to meet stringent timelines.
- As a subject matter expert in motion graphics, recommended and produced unique approaches which improved new branding for educational videos and internal communication.
- Managed the recording of in-house voice overs for 100 videos for international markets, saving external delivery costs.
- Coordinated staff and organised internal recording of voice overs for 12 international markets, which facilitated all future localisation videos, making the production of new projects much quicker and effective.
- Created high quality last-minute video for internal communication within a record time of 3 hours, meeting critical deadlines and output requirements.

Skills

UI Design
Motion Graphics
Graphic Design
2D Animation
Inbound Marketing
Social Media
Digital Marketing
Video Editing
Editorial Design
Branding
Visual Identity Design
Stakeholder Management
Collaborative Leadership
Organisation
Team-work
Multi-tasking

Tools

Figma
Adobe After Effects
Adobe Premiere Pro
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Element 3D
Cinema 4D
Sketch

Languages

English

Professional proficiency

Portuguese

Native proficiency

WORK EXPERIENCE

› **Agencia Cupola, Curitiba, BR**

A Google partner Digital Agency. Major clients included real estate agencies and a Volkswagen retailer.

Senior Graphic Designer

Aug 2015 - May 2018

Produce Inbound Marketing focused designs, targeting new customers through relevant content.

- Created specific and targeted content designs for 100% email marketing campaign, resulting in a significant apartment sale for a key real estate client.
- Created daily social posts for 20 clients. Designed creative templates for future post, resulting reduced production time, giving clients a better online branding recognition.
- Created assertive layouts that would grab customers attention through blog, social media, google AdWords and email marketing.
- Directly managed a retail clothing brand, producing seasonal and long-term campaigns including social media ads and print POS. Quickly delivered large campaigns in tight deadlines.
- Collaborated in the production of digital and traditional campaigns for different industries including clothing stores and real estate marketing
- Designed and created visual assets including social content, mock-ups, pixel-perfect landing pages, video and graphic design lines, editorial and business products.
- Led the video production, to attract customers by social media with video animations, measuring a better result in grabbing the customer's attention in the buying journey.

› **Insight-os Propaganda, Curitiba, BR**

A Creative agency that focused mainly on traditional media.

Graphic Designer

April 2013 - Aug 2015

› **Diamond Ac., Florianopolis, BR**

A textile company that produces crystals to be resold to major retail fashion stores.

Graphic Designer

Jan 2013 - Mar 2013

TRAINING, EDUCATION AND QUALIFICATIONS

- › **Bachelor in Visual Arts - Universidade do Estado de Santa Catarina, UDESC - Bachelor's degree** 2008 - 2012
- › **Adobe XD - Essential Training: Design - LinkedIn Learning** 2020, 2h length
- › **UX Foundations: Interaction Design - LinkedIn Learning** 2020, 3h30 length
- › **After Effects for UX Design - LinkedIn Learning** 2020, 3h30 length
- › **Interaction Design for the Web - LinkedIn Learning** 2020, 1h40 length
- › **C4D200: The intermediate Cinema 4D Course- - Soho Editors** 2019, 14h length
- › **After Effects - Motion Graphics - Aldeia CoWorking** 2016, 15h length
- › **After Effects - Post-Production and Visual Effects - Aldeia CoWorking** 2017, 15h length
- › **Web Design - Data 3d Training and Consulting** 2010, 80h length
- › **Graphic Design - Data 3d Training and Consulting** 2010, 80h length
- › **Marketing - Starter - RD University - Post-grad course** 2018, 6h length
Inbound Marketing concepts and best practices for its application.
- › **Sales - Starter - RD University - Post-grad course** 2018, 4h length
Practices and uses of Inbound and Digital Marketing to boost sales. Sales process structuring, CRM, sales process stages, sales planning.