

# Bruno

## Magalhães Filogonio

Graphic Designer (Senior)

Vancouver, British Columbia - Canada

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### WORK EXPERIENCE

#### Discovery Group

Vancouver - British Columbia - Canada

**Marketing Coordinator - Creative and Design** Feb 2023 – Current

- ▼ **Design and Creative:** Develop, design, and maintain marketing materials (Video, Web, and Print) while ensuring adherence to the branding company's group guidelines.
- ▼ **Video Production:** Edit and record videos, incorporating motion graphics and animations to create compelling storytelling content, including visual infographics. Create and incorporate A.I narration with music and raw footage, transforming the video into a cohesive and immersive visual experience. Craft storyboards based on provided scripts.
- ▼ **Strategic Digital Marketing Initiative:** I was responsible for creating the visual concept of the Industry Insights - an Educational Hub - based on research data results and engagement trend analysis. This strategic initiative was one of the drivers responsible for a growth of 25% in follower count and an average 40% increase in post reach, further solidifying the company's group online presence.

#### BH Press Comunicação Integrada

Belo Horizonte - Minas Gerais - Brazil

**Graphic Designer (Lead) / Team Manager** Jan 2017 – Dec 2022  
**Desktop Publisher / Graphic Designer (Senior)** Jan 2012 – Jan 2017  
**Graphic Design Internship** Apr 2011 – Dec 2011

- ▼ **Project Management:** Coordination of Graphic Design projects (Web and Print) with clients and internal team, developing briefings, and meeting the required time limit. Deal directly with clients and external vendors to conduct briefing meetings as requested, solving real problems and working under short deadlines.
- ▼ **Mentorship and Process Optimization:** Managed and led a graphic design team, hiring and training an entire team composed of 7 professionals, among them interns, who were hired by the company as juniors. As requested by company's directors, I was responsible for establishing a new area of expertise at BHPress (Design area), increasing the company's income and reputation in the field.
- ▼ **Design and Creative:** Create and design layouts including reports, books, e-books, newspapers, newsletters, web assets, merchandise designs, dashboards, slide decks, logos and other design related materials.
- ▼ **Rebrand:** Project involving the change of the company brand and visual identity, based on internal and external research, including the creation of a new logo and a website that is coherent with the new company reality, as well as a new brand visual system.

### PORTFOLIO/DEMO REEL

<https://brunofilogonio.com>

### PROFESSIONAL SUMMARY

- **+10 years of Graphic Design and multimedia experience.**
- **Creative Marketing Coordination:** Develop and maintain marketing materials across various platforms with brand consistency.
- **Dynamic Video Production:** Record, edit, and enhance videos with motion graphics and animations, crafting compelling storytelling content.
- **Effective Team Leadership:** Lead graphic design teams, manage projects, and mentor professionals for successful outcomes.

### EDUCATION

#### Post Graduate Certificate (Broad Sense) - Specialization in 3D Game Art

Pontificia Universidade Católica de Minas Gerais | 2014-2015

#### Bachelor of Graphic Design

Universidade do Estado de Minas Gerais | 2007-2011

### SKILLS

#### Technical:

Adobe Creative Suit  
Illustrator, Photoshop, InDesign,  
Dreamweaver, After Effects and Premiere  
UI/UX - Figma (Google Certificate - 2023)  
HTML Coding  
Motion Graphics and Illustration  
Blender / Unreal Engine  
Project Management

#### Soft:

Team management and organization. Ability to cope and overcome objections. Able to build long-term relationships.

### LANGUAGES

English  
Advanced (IELTS - CBL8)

French  
Beginner

Portuguese  
Native