

Helena Amorim Silva

Digital, Motion & Graphic Designer

Creative and detail-oriented Graphic Designer with over 4 years of experience producing impactful visual content across digital, print, motion, and editorial platforms. Skilled in developing concept-driven, cross-channel design solutions, including high-performing campaigns, social content, and branded storytelling that support organizational goals and enhance user engagement. Strong background in layout design and visual storytelling, with the ability to translate complex ideas into clear, accessible, and visually compelling formats across both digital and physical environments.

✉ helenamorim.csilva@gmail.com

☎ (647) 460 8378

📍 Toronto, Canada

🌐 www.helenamorim.com

SKILLS

| | | | |
|---------------------|-----------------|-----------------|---------------------|
| Adobe InDesign | WordPress | Brand Marketing | Microsoft Office MS |
| Adobe Photoshop | Video Editing | Committed | Flexible |
| Adobe Illustrator | Motion Graphics | Detail Oriented | Problem-Solving |
| Adobe After Effects | Graphic Design | Multitask | Highly Organized |
| Adobe Premier Pro | Web Design | Dedicated | Collaborative |

WORK EXPERIENCE

Graphic Designer

Caché Marketing *Marketing Agency*

07/2022 - 04/2025

Toronto, ON

Achievements/Tasks

- Created all social media assets, from videos and animations to graphics and still images.
- Successfully created cohesive and brand-affirming assets for multiple clients simultaneously.
- Shaped and followed the brand guidelines, creating consistent layouts for clients' presentations.
- Showed innovation and creative problem-solving when working on each project at hand.
- Efficiently managed the established timeline and deadline for each project, guaranteeing effective delivery with little to no delays.

Graphic Designer

Miami Ad School Toronto *Advertising school*

11/2021 - 07/2022

Toronto, ON

Achievements/Tasks

- Designed all visual communications: videos, photos, social assets, website content, newsletters, online ads, etc.
- Efficiently implemented the company's rebranding, ensuring all communications followed the new brand guidelines.
- Spearheaded the effectiveness of campaigns, ads and social contents.
- Established and managed the timeline and deadline for each project.
- Participated in numerous design projects from concept to completion, working closely with all departments to coordinate complex demands.

Graphic Designer

Zenan Glass *Glassware decorator company*

11/2019 - 09/2020

Toronto, ON

Achievements/Tasks

- Handled the layout of artwork and mockup samples sent to clients, ensured consistency and simplicity.
- Designed exclusive presentation for over 5 clients per day, following a creative brief and maintaining brand guidelines.
- Coordinated the printing of over 10 films per day for the production of the silkscreens with great attention to detail.
- Fast-paced environment with constant high demand, tight deadlines, and large-scale projects.
- Recreation of logos and adapting to templates according to demand.
- Produced with ease multiple projects at once, increasing the number of clients reached per week.

Graphic Designer and General Assistant

Madame Aubergine *Culinary related events such as cooking classes and corporate meetings*

06/2016 - 07/2017

Sao Paulo, Brazil

Achievements/Tasks

- Implemented engaging digital content, such as social media posts, website updates and e-mail marketing campaigns, following a brand guideline.
- Shaped the look of the company by creating layouts for posts, flyers, digital media, and banners for the website.
- Corresponded closely with over 20 clients per week and built brand loyalty.
- Customized the weekly update of courses on the company website via WordPress and created its imagery for advertising the course.
- Efficiently managed multiple events and coordinated with multiple teams and suppliers.
- Spearheaded around 5 events, from the planning to controlling stage, every week.

EDUCATION

Diploma in Video Design & Production

George Brown College

Toronto, ON

Courses • Art Direction

- Production Design
- Video Editing
- Motion Graphics
- Cinematography
- Pre Production
- Scriptwriting
- Directing
- Set Dressing

Bachelor Degree in Design

ESPM (Superior School of Advertisement and Marketing)

Sao Paulo, Brazil

Courses

- Graphic and Digital Design
- Logo Creation & Corporate ID
- Photography
- Design Thinking & Concepts
- Editorial Design
- Branding
- Marketing
- Typography
- 3D Animation
- Mood Board
- Storyboarding
- Motion Graphics

UI/UX Workshop

Escola Quadro

Sao Paulo, Brazil

Courses

- Basics of UI/UX Design
- App Prototype
- Visual Hierarchy & Grid Systems
- Introduction to User-Centered Design
- Sketch & Storyboarding
- Softwares & Usability Testing

LANGUAGE

English Bilingual

Proficiency

Portuguese

Bilingual Proficiency

French

Limited Working Proficiency

