Claudio Alexandre Beck
Graphic Designer / Multimedia Designer / Creative

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Gender: Male
Date of Birth: 27.08.1982
Nationality: Swiss/Brazilian

Summary

15 years of creative experience in marketing, branding, advertising campaigns and communication materials. I have worked with different industries such as: services, food and metal industries, technology, security and cyber security giving me knowledge about those needs and challenges. I have a passion for luxury niche. My skill set is ultra-wide ranging from graphic design to motion design, including 3d design, render and composition, and digital interfaces as well as user experience, plus generative ai tools. I always strive creating design to support business growth, excellent eye-catching presentations and customer engagement.

Work Experience

02/2023 - current

COTRA Autotransport AG
Logistic operator
· Field operations and vehicle driving.

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Freelancer
Graphic Designer / 3D Designer
· Branding assets for local clients (Bern)

01/2019 - 09/2022

INSIDE Marketing Agency (entrepeneur)
Art Director
· Responsible for corporate brands, marketing campaigns, rebranding and product presentations.

01/2013 - 01/2019

UNICA Corp
Graphic designer and Brand designer
· Full rebrand, twice, creative strategic marketing and communication campaings, brand guidelines to promote corporate mindset, advertisement to internal and external clients.

Education

01/2019 - 02/2020

Cambridge Judge Business School, University of Cambridge
Digital Disruption: Digital Transformation Strategies
Cambridge, United Kingdom (online)

01/2006 - 09/2009

SENAC University
Post Graduation in Computer Graphics 3D
Grade Score 10 out of 10 - São Paulo, Brazil

01/2002 - 06/2004

SENAC University
Higher Certificate in Multimedia Design
Grade Score 9 out of 10 - São Paulo, Brazil

Skills

Languages
Portuguese: fluent, mother language
English: fluent
German: good
Spanish: good

Softwares
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, LightRoom), Affinity Suite (Photo, Designer, Publisher), Autodesk Maya, Maxxon Redshift, Keyshot, Wordpress, HTML 5, CSS3, Generative AI platforms

Competencies
Creative, team player, time management, multi-tasking, pro-active, speak in public