

HENRIQUE ASSIS

GRAPHIC DESIGNER

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PROFILE

Creative and detail-oriented Multimedia Designer specializing in visually compelling content across digital and print, and interactive media. Skilled in graphic design, motion graphics, video editing, and UI/UX principles, I bring ideas to life through engaging visuals that enhance brand identity. Proficient in Adobe Creative Suite, I combine creativity with technical expertise to deliver high-quality, audience-focused experiences.

SKILLS

- Typography & Color Theory;
- Creative Direction for Campaigns;
- Collaboration with Marketing Teams;
- Motion Graphics & Animation;
- Ad Design for Social Media;
- Video Editing;
- Storytelling & Visual Communication;
- Branding & Identity.

EDUCATION

- **2024**
FOUNDATIONS OF USER EXPERIENCE (UX)
GOOGLE | COURSERA.ORG
- **2015 - 2017**
MA IN ART, DESIGN AND NEW MEDIA ART HISTORIES
OCAD UNIVERSITY | TORONTO, CANADA
- **2008 - 2012**
BA IN ADVERTISING
UNIVERSIDADE CATÓLICA DE BRASÍLIA |
BRASÍLIA, BRAZIL

LANGUAGES

English	Portuguese
Spanish	French

EXPERIENCE

- **2024**
AIDS COMMITTEE OF TORONTO | TORONTO, CANADA
 - Designed a public awareness campaign for the Toronto LGBTQ+ Pride Parade, promoting the use of Doxycycline to reduce the risk of STIs like chlamydia, gonorrhoea, and syphilis;
 - Developed the campaign's visual identity, including a custom logo and a series of scheduled social media posts throughout June;
 - Created branded packaging for condoms and lubricants, along with printed posters distributed in LGBTQ+ bars across the city.
- **2023 - 2024**
TORONTO CIRCUS CENTRE | TORONTO, CANADA
 - Crafted visual assets to promote the circus center's services online and designed layouts for email campaigns;
 - Captured and edited photos and videos of performances for promotional and archival use.
- **2022**
LIQUID MARKETPLACE | TORONTO, CANADA
 - Created graphics and video content to drive engagement and attract customers to the company's website, specializing in collector cards, NFTs, and digital products;
 - Worked closely with the UX designer to develop visuals for website integration.
- **2021**
OCCUPATIONAL HEALTH CLINICS FOR ONTARIO WORKERS | TORONTO, CANADA
 - Edited a series of multilingual videos in English, Spanish, Thai, and French, focusing on promoting COVID safety protocols to enhance workplace awareness.
- **2021**
AIDS COMMITTEE OF TORONTO | TORONTO, CANADA
 - Created key visual illustrations for the Living and Thriving with HIV campaign, featured across social media and printed materials in LGBTQ+ bars to promote awareness.
- **2014 - 2015**
WOORI EDUCATION | TORONTO, CANADA
 - Enhanced Woori Education's digital presence by designing a dynamic website and optimizing social media profiles, strengthening their online footprint and brand image.
- **2011 - 2012**
IDÉLIBE | BRASÍLIA, BRAZIL
 - Developed and managed advertising campaigns for a diverse client base, collaborating with a creative team to serve small, medium, and large corporations;
 - Worked closely with startups to design logos and visual brand identities, including brand guidelines and packaging design.