

MAYTE

ALAVA

GRAPHIC DESIGNER

9+ Years in Branding, Web, Print & Social Media Design
Elevating Digital & Print Experiences

INFORMATION

LOCATION

Sao Paulo, SP, Brazil

PHONE

+55 11 94582 8343

EMAIL

may.alava.design@gmail.com

WEBSITE

[May Alava Graphic Design](#)

LINKEDIN

[/in/maytealava](#)

LANGUAGES

PORTUGUESE – Native

ENGLISH – Fluent

DUTCH – Fluent

SKILLS

ADOBE PACKAGE

Photoshop – Illustrator – InDesign – Xd – After Effects

WEB DESIGN

HTML5/CSS – Drupal – WordPress – Figma – HubSpot

MICROSOFT OFFICE PACKAGE

Word – Excel – PowerPoint



ACADEMIC TRAINING

THE MANAGER'S TOOLKIT

University of London – Coursera – 2023

CONNECTED LEADERSHIP

Yale University – Coursera – 2023

BRAND MANAGEMENT

London Business School – Coursera – 2021

UX / UI: FUNDAMENTALS, INTERFACE DESIGN

USP – Coursera – 2020

GRAPHIC DESIGN

CVO De Verdieping – 2016

MARKETING AND ADVERTISING

Mackenzie Presbyterian University – 2011

PROFESSIONAL EXPERIENCE

WETRAVEL

Graphic Designer (Branding & UX Focus) – Remote | Jun 2022 – Present

- Spearhead global design strategy for marketing initiatives across digital and print
- Designed and optimized landing pages using HubSpot, contributing to a 95% increase in organic web traffic
- Lead visual execution for sub-brands and multi-channel campaigns, collaborating with product, marketing, and customer success teams

TRANSPERFECT

DTP Specialist (Multilingual Production & DTP) – Brazil | Sep 2021 – Jun 2022

- Delivered high-volume desktop publishing (DTP) projects under tight deadlines for Fortune 500 clients
- Ensured format accuracy across 10+ languages, maintaining visual fidelity across platforms
- Used Adobe InDesign and proprietary CAT tools to prepare complex layouts for translation workflows
- Collaborated with translation teams across 3 continents

INTERMEDIA NV

Graphic Designer (Agency & Campaign Work) – Belgium | Jan 2019 – Mar 2021

- Created cross-platform advertising campaigns for clients in fashion, retail, and FMCG sectors
- Pioneered social media innovations, including custom AR Instagram filters and animations
- Developed responsive website layouts and branding kits for SMEs and startups
- Balanced client goals with creative storytelling to increase engagement

DRUKKERIJ VANDEPAER

Graphic Designer (Print Production Specialist) – Belgium | Feb 2018 – Sep 2018

- Oversaw full pre-press and production workflow for brochures, packaging, and posters
- Prepared CMYK print plates, executed quality control, and operated digital printing machinery
- Ensured color accuracy and consistency across large print runs
- Worked hands-on with RIP software and Heidelberg machinery

MAY ALAVA GRAPHIC DESIGN

Freelance Designer / Founder – Remote | Oct 2016 – Present

- Built a client base across Belgium and Brazil, delivering full-service design from concept to execution
- Designed logos, brand identities, packaging, and WordPress websites for small businesses and NGOs
- Managed all aspects of project life cycle: scoping, budgeting, client communication, and delivery
- Notable projects include branding a food startup and creating websites and campaigns for clients across multiple sectors.

NOTABLE ACHIEVEMENTS



**20,300
PAGE VIEWS**

in the first month
post-launch



**500 WEBINAR
SIGN-UPS**

in week one of
social promotion



**95%
YOY INCREASE**

in total and organic
website traffic