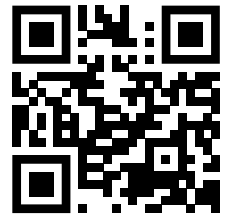


Vinicius Kran Machado

Animator, 2D / 3D Artist and Graphic Designer

- ✉ kranvinicius@gmail.com
- in linkedin.com/in/viniciuskran/
- 📍 Winnipeg, MB CA



Portfolio:
viniartist.com

HIGHLIGHTS

- Animator with After Effects and Blender 3D experience;
- Graphic Designer and Illustrator with more than 14 years of experience;
- Skilled user of Adobe Creative Tools: Illustrator, Photoshop, InDesign and After Effects;
- Experience with Digital Marketing and Inbound Marketing.
- Bachelor's Degree in Graphic Design - Brazil

RECENT PROFESSIONAL EXPERIENCE

Animator and Graphic Designer at Believeco (Change Makers/Argyle) | believeco.com | Winnipeg MB
May 2019 - October 2023

- Animation and motion graphics for broadcast, social media and digital panels;
- Character design and digital art for personalized campaigns;
- Graphic Design for multiple platforms, digital and prints.

Graphic Designer at Soluti | soluti.com.br | Brazil
March 2017- October 2018

- Logo Design and complete branding projects for new products and events;
- Designed printed and digital materials, including adverts and business presentations;
- Produced animations, illustrations and videos;
- Managed and updated company websites WordPress;
- Worked alongside company clients in order to develop briefings for design projects.

Graphic Designer at Tron | tron.com.br | Brazil
February 2011-March 2017

- Created institutional materials such as PowerPoint presentations, brochures, and souvenirs;
- Designed logos and branding for several new company products and marketing campaigns;
- Developed inbound marketing strategies and materials;
- Managed and updated company websites, social media accounts and blogs using WordPress;
- Carried out strategy and marketing planning;
- Performed UI/UX design for desktop applications.

EDUCATION

Bachelor's Degree in Visual Arts, Graphic Design | Concluded in 2009 | Brazil
Federal University of Goiás (Universidade Federal de Goiás - UFG)
University research: "Interactive Infographic-A Multimedia Experience"