

Esther Sales

GRAPHIC DESIGNER

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Professional Summary

Multidisciplinary Graphic Designer with experience across branding, digital marketing, print, web and motion design. Skilled in Adobe Creative Suite and Figma, with strengths in typography, layout, accessibility and responsive design. Creates polished, audience-focused work across digital and physical formats.

Experience

Freelance Graphic Designer | Production Design & Brand Systems 2021-Present

- Create branded social and short-form content for clients, using typography, image editing, video and consistent visual presentation across digital platforms.
- Work directly with clients to understand project requirements, develop creative directions, incorporate feedback and manage projects.

Research Assistant | OCAD University 2024-2025

- Wrote descriptive alt text for imagery in a publication, translating visual information into clear, accessible descriptions for different readers.

Digital Marketing Intern | Coco do Vale 2020-2022

- Supported a year-long rebranding and packaging initiative for a major Brazilian food and beverage company, developing and adapting visual materials across packaging and marketing applications.
- Collaborated with the social media team to prepare and adapt design files across packaging, marketing and digital applications while maintaining brand consistency and production requirements.

Intern | Pernambucan University of Health (FPS) 2018-2019

- Designed presentations, conference posters and educational materials as part of broader psychology and community-outreach work.

Skills

Design: Branding | Typography & layout | Social media design | Print | Packaging | Motion design | Accessibility

Tools: Adobe Illustrator | Photoshop | InDesign | After Effects | Figma | Visual Studio Code

Web: HTML | CSS | JavaScript

Languages: English | Portuguese | Spanish

Education

Bachelor of Design (BDes), Graphic Design | OCAD University 2021-2025

Toronto, ON

Bachelor's Degree in Digital Marketing | University of Boa Viagem (FBV) 2020-2022

Recife, Brazil

Additional Studies in Psychology | Pernambucan University of Health (FPS) 2018-2020

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