

# Gefferson Heemann

## PERSONAL DETAILS

### **Gefferson Heemann**

280, 88 Kavanagh Street, Southbank, Victoria, 3006

Mobile 0405 926 838

Phone 9699 6175

Email geffersonh@gmail.com

Permanent Resident of Australia

Participant of the Skilled Migration Program from the Victorian Government

## BACKGROUND

I have worked directly with clients to create new logos, brochures, magazines, news items and packaging from pre-press to final copy. I have experience in product design, visual communication for merchandising and strong technical skills with a variety of computer

programs. Most recently I have worked with visual merchandising for inside retail windows, creating and conceptualizing solutions for prominent brands which generated a substantial increase in sales.

## PROFESSIONAL SKILLS

Worked with existing and new products in all aspects of design:

- . container design
  - . photograph direction
  - . packaging
  - . brochures, catalogues and advertisements
  - . window displays, store merchandise displays with instructions for set up
- Managed multiple projects with other departments and external suppliers  
Quick learner with an ability to grasp new technologies and software  
Motivated, enthusiastic and adaptable with good personal presentation  
Pre Press material preparation

## TECHNICAL ABILITIES

- Mac or PC Operator
- Adobe Illustrator CS3
- Adobe Photoshop CS3
- Adobe InDesign CS3
- Adobe Acrobat Professional
- Corel Draw X13
- Windows Word, Excel, PowerPoint
- Mac Pages, Number, Keynote

## KNOWLEDGE

- 3D studio max
- Cinema 4D
- Rhinoceros
- Imovie
- Final Cut
- Adobe Flash CS3

# Gefferson Heemann

## PROFESSIONAL EXPERIENCE

### **Graphic Designer • 2008 - current • Newcomers Network • Melbourne • Australia**

Redesign and creation of logo, business card, letterhead, e-books, website

### **Graphic Designer • 2008 - current • Abrisa • Melbourne • Australia**

Redesign and preparation of their quarterly printed newsletter

### **Graphic Designer • 2004 - 2008 • O Boticario • Curitiba • Brazil**

Developed advertising pieces, logos and prepared newspaper and magazine articles.

Directed visual communication collection (photos of products, accessories and people)

Responsible for creating, constructing arranging and maintaining effective visual merchandising presentations for instore and window displays

Analyzed various raw materials and paper styles to produce creative and innovative designs using the latest printing technologies (special folding, print processes, polymer detailing)

Created and supervised all parts of the production process from the initial client briefing to the final product. Provided recommendations to creative and sourcing partners for developing packaging that optimized the retail presentation

### **Graphic Designer • 2000 - 2004 • Racco Cosmetics • Curitiba • Brazil**

Responsible for creating and developing packaging materials for cosmetic products

Analysed glass, plastic and aluminium materials to develop prototype containers that met the needs, functional characteristics and aesthetics of launching valuable products into the market

Created and supervised all parts of the production process from the initial client briefing to the final product

### **Pre Press Operator • 1996 - 2000 • Kamaro Print • Pato Branco • Brazil**

Scanning digital images to put into documents, retouching and creating example proofs

Laying out artwork to plan how a finished page will appear (known as imposition), using desktop publishing software packages to set out the artwork, images and text to match design plans

Proof reading and checking the whole document for accuracy and visual impact

Preparing the item for reproduction in a format specified by the printer

## EDUCATION

• Bachelor of Industrial Design • Product Design 2

Centre University Positive • Parana • Brazil • 2002 - 2005

• Currently completing Intermediate English Language classes at AMES, 255 William Street Melbourne

## OTHER INTERESTS

- To take photos
- To travel and know other cultures and places
- To make and edit movies
- To make 3D objects
- To play volleyball in social competitions
- To play table tennis
- To do voluntary work that utilizes my graphic design skills for worthwhile projects
- To know more about technologies and computers

## REFEREES

Professional and personal references from both Australia and overseas are available on request.