**Derick Chaves Adib**

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**Summary**

Trilingual (English, Spanish and Portuguese) Web Designer and Digital Marketing Specialist with an MBA Degree in Marketing and over 7 years experience in website, UI/UX development for mobile and SmartTVs for companies and individuals. I have collaborated with marketing and production managers and company executives to create user-friendly content and target specific audiences to increase website traffic and promote company brands.

**Expertise**: HTML, CSS, Photoshop, Adobe Creative Suite, G Suite, Agile, Javascript, SEO, UI/UX, Wireframes, Digital Marketing, Graphic Designer, WordPress, CMS.

**Education**

* **Degree in Graphic Design (NFQ, Level 6)** | Universidade Estácio de Sá, Rio de Janeiro (Brazil) | 2010
* **MBA in Marketing (NFQ, Level 9)** | Universidade Estácio de Sá, Rio de Janeiro (Brazil) | 2014

***Further Education & Certificates***

* Adobe Photoshop CS5 Advanced | ESPM | 2011
* CSS, Tableless e Web Standards | Infnet | 2012
* Customer Services | FGV | 2015
* Learning Infographic Design | Linkedin | 2019
* UX Design: 2 Analyzing User Data | Lynda.com | 2019
* Adobe XD for Designers **-** LinkedIn | 2020
* UX Research for Agile Teams **-** LinkedIn | 2020
* Adobe Campaign Classic | 2020

**Experience**

**Music Research - User Experience | Accenture, Ireland | Dec 2019 – Present**

* Developed methods of analyzing existing data from analytics and client databases increasing visibility of trends.
* Refined study methodologies to include face to face interactions with customers leading to increase quality of results in desktop and mobile applications.
* Presented recommendations and solutions to clients that met both user expectations and business
* Collaborated with cross-functional teams including business, engineering, product and user experience to identify research objectives and plan user research activities

**Media Eligibility Standards | Accenture, Ireland | Dec 2018 – Dec 2019**

* Process and review accounts in Portuguese and Spanish that have been flagged for review of potentially sensitive content to ensure there are no violations of policies
* Troubleshoot issues and product vulnerabilities to implement large-scale quality improvements in collaboration with Facebook teams
* Validate, investigate and respond to inquiries of an urgent or sensitive nature within established guidelines. This includes coordinating with client subject matter experts to respond to or support in the response to inquiries and/or escalations which may be generated by include but not limited to external third parties, Client or Accenture.
* On boarding and platforms/tools training to new trainees joining the team.

**Customer Service | Jan 2016 - Dez 2019**

* Avoca - Kitchen Porter (2016 fev - may)
* Fresh Supermarket - Customer Service (may 2016/ May 2017)
* Deliveroo - Driver (2016 dez - present)

**Marketing - | PAME - Medical Assistant,Brazil (**[**http://dericksias.com/pame**](http://dericksias.com/pame/)**) | Oct 2013 – Nov 2015**

* Designing, building and maintaining TV and radio campaigns
* Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
* Executing tests, collecting and analyzing data, identifying trends and insights in order to achieve maximum ROI in paid search campaigns
* Managing campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
* Performing ongoing keyword discovery, expansion and optimization
* Researching and analyzing competitor advertising links
* Developing and implementing link build strategy
* Recommending changes to website architecture, content, linking and other factors to improve SEO positions for target keywords

***Achievements:*** Increased client portfolio from 15.000 to 25.000

Developed company branding. Led the project for the first marketing disclosure on TV, radio and outdoor

Performed routine engagement with regular and seasonal customers

**Front-End Developer - Designer UI/UX | Piloti, Brazil (**[**www.piloti.com.br**](http://www.piloti.com.br)**) | May 2013 – Sep 2013**

* Working as Web developer (HTML/CSS/Jquery), Wireframes (Axure Pro) and User Interface (Adobe Creative Suite) for SMB and multinational clients such as SPX Capital, Case Filmes and Brics Policy Center
* Maintaining and improving websites for several clients. Optimizing applications for maximum speed
* Design mobile / Graphic Designer
* Collaborating with back-end developers and web designers to improve usability
* Creating wireframes, user-flow and process flow concepts and designs to communicate interactions and user interface concepts

***Achievements:*** Developed responsive layout sites using bootstrap guidelines and Mobile Media queries

**User Experience Design/Interaction Design | Kazoo Design, Brazil | Oct 2012 – Apr 2013**

* Facilitating/leading design sessions, prototyping exercises,Mockups and wireframes with Axure PRO
* Developing User Interface Design/Mobile/Television Interface
* Developing sketches, wireframes and mockups (Axure Pro)
* Working heavily with development teams to ensure the technical feasibility of designs within approved frameworks and guiding the interface through the development process
* Define and redefine various user experience journeys and workflows from initial ideation to sketches, wireframes, prototypes and final UI.

***Achievements:***  Successfully developed applications for touch screen TVs, where guests could have all the shopping center information such as cinema, map to the shops, services and events.

Developed desktop site and mobile for the shopping

**Email Marketing Analyst | Estacio de Sa College, Brazil | Sep 2010 – Mar 2012**

* Responsible for planning and executing email marketing campaigns (layout, HTML/CSS, shooting and preparing reports to be presented to the board)
* Support the marketing team in the creation of design collateral across all campaigns, launches and events (e.g. email marketing, social media, website, app, brochure, photo editing)
* Monitoring QA processes
* Design graphic user interface elements, like menus, tabs, widgets
* Collaborated with copywriters on the creation of unique concepts that incorporated traditional and
innovative strategies in alignment with advertising and marketing goals

**General Skills**

* **Language Skills:** Portuguese (Native), English, Spanish.
* **Computer Skills:** HTML, CSS, Photoshop, Adobe Creative Suite, G Suite, Agile, Web Developer, SEO, UI/UX, Wireframes, Digital Marketing, Graphic Designer, WordPress, CMS, Illustrator, CorelDraw, Javascript, Jquery.

**Volunteer Work / Hobbie**

* **GORTA ­ Self Help Africa | February - April** 2016 | Stock Assistant and seller
* **School E.M. Golda Meyr** | Computer Teacher for poor children | Basic classes (Word, e-mail, powerpoint...)

***References Upon Request***