



**MICHAEL JACOB** **DESIGNER**

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18 April 1981 – Married - Egyptian

## QUALIFICATIONS & OBJECTIVES

A results-driven, dynamic, proactive and with resourceful background with analytical approach with a deeper understanding of client and user necessity and a successful track in scaling new projects. A strong technology background with the passion for new technologies that create more efficient and intelligent processes.

## EDUCATION

- Belas Arte - UX (São Paulo - Brasil) (Concluido 09/2019)
- Panamericana de Arte - Graphic Design (São Paulo - Brazil) (Graduated 12/2010)
- YAT Education Center - Web Designer (Egypt - Alexandria) (Graduated 06/2005)
- High Institute of Hotelier Education - (Egypt- Alexandria) (Graduated 08/2003)

## LANGUAGES

- Arabic, English and Portuguese.

## SKILLS

- Advanced knowledge in Adobe package, Photoshop, InDesign, After Effects, XD
- Advanced HTML/CSS/JS
- Advanced knowledge with SEO, Web Analytics
- After Effects, Video Editing, Webinars and e-Learning
- Email Marketing tools as MailChimp and Akna Software

## WEB/GRAPHIC DESIGN

- Development and production of Market Campaigns and Corporate Identity.
- Websites Implementation and maintenance, QA for web, W3C standards and accessibility.
- Elaboration of Digital Marketing Campaigns for Social Media.
- SEO, Google Adwords, Google Analytics and Facebook Insight.
- Experience in Mobile Projects.

## SELECTED EXPERIENCE

### 2012 ● Fator (09/2012 – Current)

- Web Content Management: Fator website, Internet Private Banking, Extranet and Home-Broker;
- Development and implementation of Marketing campaigns for the areas of the Conglomerate;
- Creation of announcements, materials for disclosure of investment products;
- Preparation of presentations, e-mail marketing; banners and products sheets;
- Elaboration of the Internal Magazine and annual Book of the financial market reference;

### 2010 ● MFlogic (02/2010 – 09/2012)

- Web development and training campaigns for clients: Pfizer, Bayer, MerckSerono, Zambon, Mead Johnson and EMS.
- Identity Creation, Email Marketing, Hotsites development.
- Digital Manual development for Ipad, Mobile devices.
- Development of layouts in XHTML, CSS, jQuery.

### 2008 ● IBM (02/2008 – 02/2010)

- Development in XHTML, CSS and javascript for IBM.com Web site Systems and Technology Group.
- Providing web solutions for IBM customers in (U.S., Canada, Europe, Middle East, Asia).