



# Juliana Marcelino

## Brand & Graphic Designer

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My background in corporate communication in Brazil led me to branding and graphic design in Denmark. For over 5 years, I've worked with startups and established companies, combining strategy, copywriting, and visual design to help them connect with their audience.

**\*Available: Commute/Relocate**

Skills (0-5)	03	04	05
Adobe CC			✓
Adobe XD/Figma,			✓
AI Tools		✓	
CMS Platforms			✓
HTML/CSS	✓		
SharePoint/Office 365		✓	

## Education

**2010-13** Journalism/  
PUC-Campinas (BR)/  
Bachelor

**2014-15** Graphic Design/  
SENAC (BR)/  
Professional Degree

01	Portuguese (Native)
02	English (Fluent)
03	Danish (Intermediate)

## Experience

**2020-Present (Odense, DK)**

*Freelance Graphic Designer, JMS Design*

With 5 years of freelance experience, I support clients with brand, digital, and marketing design, bringing a mix of brand strategy and bold visual designs that help companies tell their brand stories.

**2022-2022 (Søndersø, DK)**

*Freelance Graphic Designer, Senmatic*

Designed two event stands and internal communication materials for an industrial sensor company. The work helped Senmatic show up consistently at industry exhibitions.

**2018-2019 (Odense, DK)**

*Freelance Graphic Designer, Biassa*

Redesigned the visual identity for an European event series. The new look connected the event to its parent brand, Biassa, and created consistency across all materials.

**2024-2025 (Copenhagen, DK)**

*Freelance Graphic Designer, GoZeek*

Built a visual identity for a tech startup targeting kids and families. The new brand focused on web design, UI/UX consulting, and marketing design - the startup was ready to launch with a brand that matched its audience.

**2020-2020 (Copenhagen, DK)**

*Freelance Graphic Designer, Ernst & Young*

Designed custom proposals and presentations for EY's Audit and Pursuit team across Denmark, Sweden, and Norway. Multiple projects ran simultaneously, each tailored to a different client.

**2017-2018 (Odense, DK)**

*Design Assistant, Blue Ocean Robotics*

Created a visual identity and brand guidelines for a robotics company managing three brands. Designed templates, websites, and marketing materials for all departments.

**2023-2023 (Glamsbjerg, DK)**

*Freelance Graphic Designer, Kerry Group*

Designed an organizational chart mural for Kerry's headquarters to make internal structure easier to navigate. A focused project for one of the world's largest food and beverage companies.

**2019-2020 (Odense, DK)**

*Freelance Graphic Designer, CCIT Group*

Developed brand assets across web, stationery, and presentation templates for a company transitioning from printer supply to IT solutions. Helped them build a recognizable identity in a new market.

**2016-2017 (Campinas, BR)**

*Content Analyst, Raízen*

Managed the intranet experience for over 3,000 employees at one of Brazil's largest energy companies, building and maintaining pages and UX solutions on SharePoint independently.