DELPHINE MICHÈLE SPITALNIK KACZINSKI

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French nationality / Living in São Paulo / Brazil

Graphic Designer specialized in layout and creative design, with over 20 years of experience.

Highly organized professional, expert in web, digital, and print projects.

I leverage my skills in graphic design and web design to create original concepts tailored to clients' needs.

My ability to adapt to new work environments is enhanced by my teamwork spirit and excellent communication skills.

My extensive experience and attention to detail enable me to deliver high-quality and effective visual identity and communication support solutions that meet the specific needs and goals of every client.

Education

August 1992 - June 1996

Bachelor's degree in Industrial Design and Creative Visual Arts
Fundação Armando Álvares Penteado (FAAP), São Paulo - Brazil

Industrial design course focused on visual design

February 1975 - November 1990

Kindergarten, Elementary and High School (General Baccalaureate Diploma)
Lycée Pasteur Bilingue, São Paulo – Brazil (French school recognized by France)

Professional Experience

September 2013 - Present

Partner, Graphic Designer - web and print - *DMS Design*, São Paulo - Brazil

- Developing the complete visual brand identity for companies, including logos graphic charts, business cards, stationery, envelopes, internal and external document templates, signage, and electronic signatures, in alignment with its history and strategic goals to authentically reflect its activities and values.
- Conceptualizing and producing a wide array of tailored communication materials, ranging from impactful PowerPoint presentations, engaging brochures, informative leaflets, compelling prospectuses, elegant greeting cards, attention-grabbing announcements, event invitations, striking covers, detailed manuals, extensive catalogs, captivating magazines, appealing packaging, customized signage, and polished publications.
- Generating promotional materials specifically designed for trade shows and events, including eye-catching banners, informative leaflets, inviting invitations, targeted email marketing campaigns, and other effective promotional tools to enhance brand visibility and engagement.
- Designing and structuring websites and their derivatives (e-commerce platforms, electronic catalogs) using WordPress/Betheme, integrating thorough testing, consistent maintenance, competitive analysis, intuitive organizational charts, and detailed wireframes to ensure an optimized user experience.
- Crafting diverse visual elements such as compelling advertising banners, engaging email marketing visuals, impactful landing pages, and informative newsletters to facilitate effective and strategic communication strategies.

- Developing engaging visual content for various social media platforms, encompassing visually appealing covers, distinctive avatars, captivating Fanpage layouts, engaging post images, and dynamic online advertising campaigns to maintain a vibrant digital presence.
- Proactively managing client relationships by delivering quality service, ensuring utmost client satisfaction, and providing regular updates on project progress to foster strong and enduring partnerships.
- Engaging in continuous research for inspiration, innovating with original concepts, and staying abreast of the latest graphic trends to deliver fresh, cutting-edge design solutions.
- Creating distinctive visual identities tailored to meet the specific requirements of each project, ensuring a unique and memorable visual representation that captures the essence of the brand or message.
- Finalizing projects in PDF format and overseeing the production process of graphic materials up to printing, ensuring the highest standards of quality and precision in the final output.
- Offering personalized customer service, conducting meticulous briefings, and cultivating new business relationships to drive continuous growth and expand market presence.
- Demonstrating adept project management skills by effectively handling multiple projects independently from inception to delivery, optimizing efficiency with minimal oversight for seamless execution.

June 2012 - August 2013
Graphic Designer and Web Project Coordinator - *Gautio Design Gráfico Digital*, São Paulo – Brazil

May 2004 – May 2012
Partner, Web and Print Art Director - *DMS Design*, São Paulo - Brazil

April 1999 - April 2004
Web and Print Graphic Designer - *EverSystems Informática (EverMedia Division)*, São Paulo - Brazil

February 1998 - March 1999
Graphic Designer - *DMS Design*, São Paulo - Brazil

Skills

- Providing comprehensive briefing, client support, and strategic advice, while adeptly managing client relationships and coordinating orders with external suppliers.
- Demonstrating strong personal presentation and a proactive team-oriented approach.
- Excelling in creative project management, guiding projects from inception to final design across various mediums including web, print, and events.
- Proficiently maintaining technical aspects of websites and e-commerce platforms, particularly adept in WordPress.
- Advanced competence in managing WHM and cPanel panels for comprehensive website administration.
- Exemplifying flexibility and adaptability in diverse work environments.
- Expertise across MAC and PC platforms, including advanced proficiency in Adobe CC suite (Photoshop, Illustrator, Dreamweaver, InDesign, XD, Acrobat), web technologies (CSS3, HTML), WordPress, SEO, Google Analytics, and Microsoft Office suite (Word, Excel, PowerPoint), as well as Keynote, Pages, and Numbers for MAC.

Language

Advanced French \ Intermediate English \ Intermediate Spanish \ Fluent Portuguese