Amanda Ferreira

Art Director & Visual Designer · Brand Identity · Design Systems · AI-Augmented Production

Curitiba, Brazil (GMT-3) · Open to remote
gomesam.ferreira@gmail.com
linkedin.com/in/amndgmsfr
Portfolio: casuallydevoted.com

SKILLS

Art direction & brand
Brand identity systems, visual language, typography, layout and grid systems, digital, social, print and editorial design

Systems & AI
Design systems, template production at scale, AI-assisted workflows, quality standards for AI-generated output

Tools
Figma, Illustrator, Photoshop, Canva, Midjourney, Figma AI, SketchUp, CAD

Ways of working
Remote and async-first, cross-functional work with product and engineering, data-informed design decisions

EDUCATION

Bachelor of Architecture
Pontifícia Universidade Católica do Paraná (PUC-PR), Brazil · 2014 – 2019

Architecture, academic exchange year
Frankfurt University of Applied Sciences, Germany · Mar 2017 – Mar 2018

LANGUAGES

Portuguese (native)

English (native / bilingual)

Spanish (working proficiency)

PROFILE

Visual designer with 7 years in graphic design and architecture, now building brand identity systems at scale for Logo.com, a Canadian brand platform serving thousands of customers. I bring an architect's command of grid, hierarchy and proportion to art direction, and I build consistency into the system itself: type standards, template libraries and quality rules for AI-generated design. Three years of fully remote work with North American teams; native-level English and Portuguese.

EXPERIENCE

Visual & Graphic Designer — Logo.com

Remote (Vancouver, Canada) · Aug 2023 – Present

- Design brand identity and layout systems for digital, one-page website and link-in-bio formats, across verticals from hospitality to tech and SaaS.
- Co-defined the quality and consistency standards for an AI-assisted template generation workflow, keeping AI-generated designs on-brand at scale.
- Contributed to a typography audit of the template library that exposed inconsistencies, leading to a standardized type scale now applied across ~500 templates.
- Used template performance data to identify the design directions customers chose most, shaping which formats and styles the team prioritized next.
- Advised product and engineering on a proposed product redesign, with visual and structural recommendations weighed against business impact.
- Collaborate daily in a fully remote, async-first team across North American time zones.

Architect — The Coffee.

Curitiba, Brazil · Sep 2020 – Aug 2023

- Designed commercial interiors that translated the brand's identity into physical spaces through composition, spatial hierarchy and a consistent design language.
- Took projects from concept to technical documentation using SketchUp and CAD.

Graphic Designer — HAG.Group

Curitiba, Brazil · Oct 2019 – Jul 2020

- Produced brand collateral across formats, including marketing materials, presentations and campaign assets, for the company's marketing initiatives.