

Victor Moraes

Web Designer, UI/UX Specialist & Marketing Assistant

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Creative and results-driven Web Designer, UI/UX and AI Specialist with 10+ years of experience in digital design, marketing, and front-end development. Skilled in crafting intuitive, high-performing digital experiences that align with brand strategy and user needs. Currently supporting multiple dental companies in New Zealand through design-led and AI-powered marketing solutions.

Technical Skills

Design & Prototyping Tools

- Figma and Adobe XD – Wireframing, UI/UX prototyping
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Web Design & Development Platforms

- WordPress: Elementor, Visual Composer, WP Bakery, others.
- Wix, Webflow, Squarespace, others.
- HTML, CSS, JavaScript – Front-end development

Marketing & Social Media Tools

- Meta Business Suite – Social media scheduling and analytics
- Mailchimp – Email marketing automation
- Klaviyo – Email/SMS marketing platform

- SEO Tools – Implied through “SEO optimisation,” likely involves Yoast, Google Search Console, etc.

Analytics & Monitoring

- Google Analytics – Website performance tracking
- Meta Insights – Social media metrics and performance reports
- Trello, Notion, Slack, ClickUp – Project management and team communication.

AI Solutions

- Experienced in developing customised GPT models tailored for social media content creation
- Proficient in using AI tools such as Jasper and Copilot for data analysis and task automation.
- Specialised in designing cohesive and strategic prompts to optimise AI performance and output quality

Professional Experience

Digital Marketing Designer & AI Specialist

Naenae Dental Clinic & Group practices – Wellington, New Zealand | March 2024 – Present

Working with the Marketing and Social Media Manager across 9 companies: Naenae Dental Clinic, Hutt Dental Hub, Hutt Dental Implant Centre, Hutt Specialist Oral Surgery, Wainui Dental, Dental Reflections, Shortland Dental (Auckland), iDD Dental Lab, and Clear Change. Responsible for web and graphic design, as marketing assistant, helping enhance online presence and user engagement.

- Implemented AI-driven solutions and tools to enhance social media management and content creation, increasing response rates and engagement across platforms.
- Boosted website traffic by **+65%** and reduced bounce rate by **-28%** through modern, responsive web design.
- Grew social media engagement by **+75%** and follower base by **+90%** across 9 brand accounts.
- Established a unified design system, improving brand consistency by **+60%** and cutting asset production time by **40%**.
- Delivered monthly performance reports using Google Analytics and Meta Suite to guide marketing decisions and tailor new strategies.

Creative Director

MFIT Personal – Itajaí, Brazil [2018 – 2022]

Leading the creative direction and helping shape the brand into what became Brazil's largest platform for personal trainers. From building its first visual identity to designing user-friendly experiences, I worked closely with the team to make fitness accessible and the brand more relatable to millions.

- Led complete rebranding including website design, visual identity and marketing campaigns.
- Increased online inquiries by 42% through improved UX and mobile-first web redesign.
- Produced over 200 custom digital assets for email marketing and social media.
- Achieved 67% growth in engagement across Meta platforms within 6 months.
- With more than 5 million students registered on the platform and more than 250 thousand personal trainers, it has become the biggest personal trainer app in the country.

Web Designer & Social Media Specialist

Features Design – Bombinhas, Brazil [2015 – 2017]

Collaborated with multiple tourism and hospitality businesses in Santa Catarina, Brazil, to elevate their digital presence through tailored web design, engaging social media content, and graphic materials. Delivered end-to-end creative solutions that increased visibility, bookings, and brand consistency.

- Created websites and brand visuals for 20+ clients in the tourism and hospitality sector.
- Executed seasonal digital campaigns, resulting in a 58% increase in direct bookings.
- Designed and managed content for Facebook, Instagram, and other platforms.

Education and Qualifications

- Bachelor of Information Systems – Unimonte (2019–2023)
- Bachelor of Graphic Design – Universidade São Judas (2014–2018)
- Technologist in Data Processing – Colégio Adélia (2010–2012)
- 20+ Courses in IT, Branding, Art, Digital Marketing, and Copywriting

Referees available on request