Jonathan Menino

Graphic Designer · UI Designer · Video Editor · Web Design

Limeira, SP, Brazil +55 (19) 99436-6334 jmeninodesign@gmail.com **Portfolio:** jonathanmenino.github.io/en/portfolio
linkedin.com/in/jonathanmenino behance.net/jonathanmenino github.com/jonathanmenino

SUMMARY

Graphic designer with over 13 years of experience at agencies and B2B and B2C companies. I create visual identities and campaigns for social media, paid media, print and point of sale, edit videos and motion for Reels and ads, and design and build websites and interfaces, from Figma to code. I use generative AI workflows every day to produce images and videos faster without losing care for the brand. I currently work as a senior graphic designer at Agência Zava.

WORK EXPERIENCE

Senior Graphic Designer · Agência Zava (digital marketing agency) — Jun 2025 – present

- Visual identity and art direction for campaigns for food and retail brands.
- Pieces for social media, ads, print and points of sale.
- Video editing and motion design for Reels, ads and LED screens.
- Generative AI workflows to create sets, props and assets for videos.

Mid-level Graphic Designer · Acade (education for the fitness market) — Mar 2023 – Feb 2025

- Creatives for digital marketing and social media campaigns.
- Offline materials: print ads and point-of-sale pieces.
- Visual identity and presentations for events and training sessions.

Mid-level Graphic Designer · DISEMP (automotive marketing, DISEMP Group) — Nov 2021 – Jan 2023

- Digital and print pieces for car dealerships and automotive campaigns.
- Motion design and video editing for digital campaigns.

Marketing Analyst · BluePex (B2B cybersecurity) — Sep 2019 – May 2021

- Pieces for digital and print campaigns.
- Landing pages and sales funnel automation.
- Management of marketing platforms and CRM, and videos for internal training.

EARLIER EXPERIENCE

Graphic Design Intern · Apice do Brasil (Dec 2017 – Aug 2018). Advertising agency: website layouts, email marketing, packaging and video editing.
Prepress Artist · MSix Gráfica Rápida (Aug 2016 – Dec 2017). Layouts for digital and offset printing.
Prepress Artist · Gráfica Mais Cores (Aug 2013 – Dec 2015). Packaging for fashion jewelry and print-ready files for offset.

FEATURED PROJECTS

Escalados Macarrone · Agência Zava. 2026 World Cup campaign: identity, posts, stories, videos, landing page and POS.
Costelinha BBQ · Macarrone in Box · Agência Zava. Videos with chroma key, LED screen and pieces.
Os Doces da Fer · Easter 2026 · Agência Zava. Video editing with AI-generated sets and props, plus pieces.
É o BR no Kombina · Kombina Burgers House · Agência Zava. Launch campaign for three burgers: identity, pieces and video editing.
Método Dias Food · Patrik Dias · Agência Zava. Sales landing page for a course: design and development.
menin0 lo-fi · Personal project. Identity, UI in Figma and website built in HTML and CSS.
White Label websites for agencies · Freelance. Websites and landing pages: Agência Zava, Jardim Sul Residencial and Sentinela.

SKILLS

Graphic design	Visual identity, art direction, social media, ads, print, point of sale, presentations
Video and motion	Video editing, motion design, Reels, video ads, chroma key, LED screens
UI and web	UI design, landing pages, corporate websites, responsive design, HTML, CSS, JavaScript
Generative AI	AI workflows for image and video, generating sets and props, AI in design and code
Tools	Photoshop, Illustrator, InDesign, Premiere Pro, Figma

EDUCATION

Bachelor's in Graphic Design
FAAL · 2017 – 2021 (not completed)

COURSES

Advanced UI Design · Origamid
JavaScript · Origamid
HTML and CSS · Coderhouse

LANGUAGES

Portuguese · native
English · intermediate (EF SET certificate)