

Sergio Collalto Miranda Junior

Senior Graphic Designer · Email Campaigns, Static Meta Ads & Social Media Design

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PROFESSIONAL SUMMARY

Graphic designer with 17 years of experience, the last 4 focused on email campaigns, static Meta ads and social media design for e-commerce, DTC and launch-driven brands. Delivered 320+ projects, including 30+ product launches that each generated over \$1,000,000 in revenue, with a documented 4-8% conversion uplift on 95% of the pages designed. Led paid-traffic creative teams producing weekly ad creatives for 5 to 6 simultaneous launches. Uses AI every day (Claude, ChatGPT, Gemini, Midjourney) to explore and iterate faster, with final craft and quality control in Figma and the Adobe suite. Independent contractor in Brazil (UTC-3), available for US-hours overlap and open to relocation.

SKILLS & TOOLS

What I design	Email campaigns & newsletters · Static Meta ads (feed, stories, carousel) · Social media design & carousels · Ad creative iteration & variations · Launch & seasonal campaigns · Brand identity & packaging · Landing & sales pages · 3D product visualization · Video ads & editing
Tools	Figma (component systems) · Photoshop · Illustrator · InDesign · After Effects · Blender · Canva (Professional) · CapCut · Google Slides · WordPress · Elementor · Framer · HTML · CSS · ManyChat
AI	Claude · Claude Code · ChatGPT · Gemini · Midjourney · Sora · Figma AI · Lovable

AI WORKFLOW

- AI-assisted design: Claude, ChatGPT, Gemini and Midjourney daily for concepts, copy, visual exploration and layout variations, with final craft and QC in Figma and the Adobe suite.
- Figma component systems that automate replicating social and ad creatives across formats while keeping brand consistency.
- AI-built sites and tools: websites and landing pages with Claude Code and Lovable, a bio-generator web tool, a LinkedIn profile analyzer and a daily content engine that turns Instagram metrics and trends into carousels, reel scripts, LinkedIn posts and articles.

PROFESSIONAL EXPERIENCE

Founder & Senior Graphic Designer / Art Director | Collalto Marketing & Design 2012 - Present

- Delivered 320+ brand, web and digital marketing projects for education, health, finance, publishing and consumer brands.
- Design email campaigns, static paid-social ads and social content for launches and e-commerce brands, including B2B/SaaS cybersecurity social and report content.
- Documented 4-8% conversion uplift on 95% of the pages designed, with up to \$80,000 in added revenue per project.
- Lead a lean team (one freelance designer, one permanent member), owning each account from briefing to delivery, with weekly client calls and real-time page and banner adjustments during live launches.
- Build and maintain websites with WordPress, Elementor, Claude Code and Lovable, applying AI across strategy, copy, ideation and automated content production.

Senior Web Designer | Revisão Ensino Jurídico Sep 2025 - Jul 2026

- Led 1 web designer and owned landing and sales pages, shipping 15+ infoproduct sales pages every month and directing the visual identity of infoproducts and members-area interfaces.
- Built and maintained pages with Claude Code, Lovable, Elementor, WordPress, HTML and CSS, with UTM tracking and webhook/CRM integrations, plus real-time design support during launch livestreams.
- Rebuilt and relaunched 48 sales pages in a single weekend after the hosting provider wiped the site, working only from archived copy and restoring near-100% fidelity.

- Senior Visual Designer** | VND (Você na Defensoria) Sep 2025 - Jul 2026
- Led a 2-person team (one social media specialist, one designer) delivering visual design, social content and campaign materials.
 - Built and maintained web pages and campaign banners with WordPress, Elementor, Claude Code and Lovable.
- Marketing Coordinator** | MEQ Concursos Feb 2026 - Jul 2026
- Ran a 5-person cross-functional team (design, YouTube, reels, social/copy and strategy), setting the content calendar and go-to-market plan across organic and paid channels.
 - Built dual lead-generation funnels (ManyChat and landing page) around a PDF lead magnet, a full launch kit for a flagship course and a low-ticket product ladder.
- Art Director** | InsightZ 3D Jun 2023 - Feb 2024
- Directed 2 designers and worked directly with the subject-matter expert on high-ticket digital launches.
 - Created Blender renders for product visualization, plus landing pages and banners for each 3D launch; explored concepts with Midjourney and ChatGPT.
- Senior Performance Web Designer** | H1 Editora Apr 2023 - Dec 2023
- Led a 3-person team producing weekly ad creatives for 5 to 6 simultaneous titles on a rolling 45-day launch cycle.
 - Averaged 4 title launches per month with roughly 30 Blender renders per title, so presale previews were ready at least 45 days before release.
 - Built sales pages and promotional banners for each title in WordPress and Elementor; used Midjourney and ChatGPT for ad concepts.
- Web Designer** | O Novo Mercado Dec 2022 - Dec 2023
- Led the paid-traffic ad creative team inside a group of 4 designers on digital-product launches in the business and entrepreneurship niche.
 - Built landing pages and funnel assets refined in rounds based on campaign performance, plus site sections and banners in WordPress and Elementor.
- Senior Graphic Designer & Art Director** | Ca Beauty Jan 2020 - Jun 2024
- Designed packaging for 15+ cosmetics and retail bags, with 2 to 3 seasonal collections a year from concept to print-ready files; coordinated die-cutting, varnish and hot stamping with the print shop. Led one designer and owned the brand-owner relationship.
 - Created visual identities and dedicated sales pages for 12+ digital products, plus websites, landing pages, e-commerce visuals and Instagram content, with live design support during launches.
- Designer** | 2MK Comunicação Visual 2012 - 2014
- Co-ran an 8-person agency across 6 departments (designers, a workshop team of welders and wrappers, and 2 printers), from design concept to fabrication and print delivery.
- Founder & Producer** | Pixelplug 2012 - 2017
- Founded and ran a production company that filmed and produced 15+ live DVD releases for regional touring bands, with multi-camera capture, editing, and DVD cover and packaging design.
- Designer, Print Production** | Print Studio 2007 - 2012
- Handled pre-press, print-ready files and supplier coordination for print and digital campaigns.

EDUCATION & CERTIFICATIONS

Technologist in Graphic Design (in progress), Uniasselvi / Uninter

Technical Certificate in Digital Design & Multimedia, UI Pro

2022 - 2023

Open CG, Gracom School of Visual Effects

2014 - 2015

Marketing Analytics & Digital Results · Leadership & Flow Skills, Escola do Sebrae

2025

Languages: Portuguese (Native) · English (B2 · professional) · Spanish (Beginner)