Helen Luizon

Marketing and
Brand Management

Contact

LOCATION
Centennial, CO

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PORTFOLIO
helenluizon.com

LINKEDIN
linkedin.com/in/helen-luizon

Tools

MANAGEMENT
Buffer · Metricool
Notion · Trello

DESIGN & EDITING
Photoshop · Illustrator ·
InDesign · Canva · CapCut

AI TOOLS
ChatGPT · Claude · Claude Code
Promptwise · HeyGen

Education

Bachelor in Design
Federal University of Santa Catarina (UFSC)
2019–2024 · Florianópolis, BR

Technical Degree in Marketing
ETEC Guaracy Silveira
2016–2018 · São Paulo, BR

Certification

Special Events Planning
Wake Tech Community
2026 · Cary, NC · U.S.

Languages

Portuguese — Native
English — Fluent
Spanish — Basic

References

Atré Press Office | Carla Lins
carla@atrecomunicacao.com.br

LabIC | Laryssa Tarachucky
laryssa.tarachucky@gmail.com

Brand and marketing professional with 6+ years of experience turning business strategy into brands people recognize, trust, and buy from. I build complete brand systems — from positioning and audience research to guidelines and rollout across print, web, and social — for agencies, publishers, and innovation labs, using AI tools to cut production time by about 40% while raising quality.

6+ years in brand & design

20+ visual identities delivered

3 countries

UN-Habitat Urban October featured project

Experience

Au Pair and Cultural Ambassador
Jan 2026 – Present
Cultural Care Au Pair · North Carolina & Colorado, U.S.

- Providing full-time childcare for a host family through a U.S. cultural exchange program. As Cultural Ambassador, creating social content about the au pair experience that promotes the Cultural Care brand to au pairs and host families, reaching 3,000+ views.

Mid-level Graphic Designer
Sep – Dec 2025
guardei.co · São Paulo, Brazil

- Book layouts, image editing, and social media content, keeping the brand's visual identity consistent across all materials.

Head of Design
May 2024 – Jun 2025
Carmeleon · International marketing agency, Austria (remote)

- Helped launch the agency, creating its own brand identity from the ground up.
- Led the creation and rebranding of client identities, strengthening their market positioning in collaboration with the team.

Independent Brand Designer
Mar 2024 – Jul 2025
Self-directed projects · Brazil

- Designed the visual identity and 4-day run-of-show for the **2024 LabIC Novale Workshop**, part of **UN-Habitat's official Urban October program** and featured in its global report; the event brought together specialists from Colombia, Portugal, and across Brazil.
- Editorial design for an issue of *Labor Histórico*, an academic journal at the Federal University of Rio de Janeiro (UFRJ).
- Visual identities for new businesses and events entering the market.

Junior Graphic Designer
Nov 2021 – Mar 2024
Atré Press Office · Florianópolis, Brazil

- Grew from design intern to contract designer for the agency; main client was the law firm Menezes Niebuhr.
- Designed **"Viver Bem"**, the firm's internal wellness campaign: **5 campaigns per year reaching ~100 employees** (sports events, monthly birthday celebrations, and more).
- Created the identity and labels for the in-house brand *Mercado Confiança*, plus event campaigns, corporate gift packaging, and social media content.

Design Intern
Oct 2020 – Oct 2021
Provavelmente Business Consultancy · Florianópolis, Brazil

- Helped build the company's brand from scratch: naming, visual identity, website design, social media launch, and blog content.

Core Skills

Brand strategy & positioning · Visual identity · Brand guidelines · Campaign planning · Event communication · Internal communication · Editorial design · Social media content · AI-enabled production