

# Rafaela Silva

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## PERSONAL HISTORY

A passionate video editor with a keen eye for detail and a strong creative mindset. Proficient in industry-standard software, including Premiere Pro, After Effects, and Photoshop, with a deep understanding of pacing and storytelling. My understanding of motion graphics and digital design allows me to create engaging, dynamic, and visually captivating content that is valuable in any project and work environment.

## EDUCATION

British Columbia Institute of Technology | Burnaby, BC

### Certificate in Video Production and Editing

- ❖ Non-linear video editing across various styles and formats
- ❖ Typical assistant editor tasks, including media management, logging and ingest
- ❖ Advanced editing practices with the use of Adobe Premiere Pro
- ❖ Motion graphics and visual effects to improve video content
- ❖ Sound design principles and techniques to enhance the audiovisual experience

Pontifícia Universidade Católica do Paraná | Curitiba, PR

### Bachelor of Fine Arts in Digital Design

- ❖ Photo editing and retouching using Photoshop
- ❖ Creating social media content, including photomontages and illustrations
- ❖ Developing brand identity through color theory and design principles
- ❖ Video production and photography
- ❖ Communication and teamwork in group projects

## WORK EXPERIENCE

**Video Editor | Jellysmack | Remote | 2021 – 2022**

- ❖ Edited engaging video content for Jellysmack's digital influencer partners on the Facebook platform
- ❖ Effectively used professional editing software, including Adobe Premiere Pro and Photoshop
- ❖ Managed multiple projects simultaneously, ensuring timely delivery without compromising quality
- ❖ Utilized pre-existing Motion Graphics Templates (MOGRT) to create visually captivating videos capable of high audience retention
- ❖ Designed eye-catching thumbnails that capture audience attention and increase views
- ❖ Focused on pacing and storytelling to edit compelling and high-quality content
- ❖ Collaborated with team members, incorporating feedback to refine and enhance video projects

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## WORK EXPERIENCE CONTINUED

### **Motion Graphics Designer Freelance | Multiple Clients | Remote | 2021**

- ❖ Designed and edited motion graphics for content creators “NoahSky”, “Eduhkrai” and “Rarellu”
- ❖ Creation a variety of assets for livestream channels, including overlays, transitions and notifications
- ❖ Utilized After Effects to bring to life original illustrations and graphics
- ❖ Produced dynamic animations by applying core principles of motion design
- ❖ Effectively maintained communication with each client to ensure the final product met all their expectations and delivered high-quality results

### **Video Editor Freelance | Erika com K | Remote | 2020 – 2021**

- ❖ Edited videos for YouTube content creator “Erika com K”
- ❖ Created comedic edits and effects that aligned with the client’s vision and audience preferences
- ❖ Designer captivating thumbnails that reinforced the client’s brand image
- ❖ Ensured that each video conveyed a clear and fun narrative that resonated with the viewers
- ❖ Designed and animated a visual appealing video intro using After Effects

### **Craft Teacher | Lar Fabiano de Cristo | Curitiba, PR | 2017**

- ❖ Volunteered as a craft teacher for children aged 7 to 12, fostering creativity and artistic expression
- ❖ Developed simple yet creative project ideas capable of introducing young kids to the world of art
- ❖ Designer activities that were both educational and entertaining
- ❖ Maintained a positive and organized environment, ensuring each lesson was engaging while keeping the children focused

## SKILLS & ABILITIES

- ❖ Film and video post-production workflow
- ❖ Video editing, color correction and audio mixing
- ❖ Motion graphics design
- ❖ Assistant video editor tasks [dailies, media management, logging, ingest]
- ❖ Logo design
- ❖ Social media content creation
- ❖ Illustration
- ❖ Adobe Creative Suite [Premiere Pro, After Effects, Photoshop, Illustrator, Audition]