



Lucas Alves

BRAND & DIGITAL DESIGNER

[Portfolio ↗](#)

Email

contato@lucasalvesdesign.com

Location

Ipatinga, MG, Brazil

I'm a Brand & Digital Designer with 7 years of experience developing visual identities, brand systems, digital campaigns, and multi-channel content for brands across lifestyle, education, fashion, technology, and digital businesses. I combine branding, marketing design, and visual communication to create cohesive brand experiences that strengthen positioning, recognition, and engagement.

Experience

Brand & Digital Designer

JULIET'S WEDDING PLANNERS • MAR 2025 - PRESENT

I have developed and maintained the visual identity of Juliet's Wedding Planners and its sister stationery brand, Flora & Forma. Created brand communication across social media, email, websites, landing pages, editorial, and print using Adobe Creative Cloud, WordPress/Elementor and Canva. I've contributed to the agency's repositioning toward a higher-end international client profile and to a website redesign that increased engaged audience sessions by 30% and lead form submission events by 21%.

Founder & Brand Designer

ESTÚDIO LEME • SEPT 2019 - PRESENT

Founded and operated an independent design studio, developing strategic brand and visual identities for digital businesses, marketing agencies, and personal brands across different industries. I have designed social media content, static and motion pieces for digital campaigns, and branded print and digital materials. Worked directly with clients from initial briefing through delivery, translating business objectives into clear visual identities and brand applications.

Education

Cruzeiro do Sul University, Graphic Design

TECHNOLOGY DEGREE • 2018 - 2020

Skills

CORE COMPETENCIES

Brand Identity • Marketing Design • Digital Campaigns • Social Media Design • Print Design

DESIGN TOOLS

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Premiere Pro • Adobe Lightroom • WordPress • Elementor • Canva • Figma • CapCut • Generative AI

LANGUAGES

Portuguese (native) • English (advanced)