



THE SAYO

CREATIVE DESIGN



Sayonara Bittencourt
Graphic & Digital Designer



- First Class Honours Graduate of Creative Digital Media at Technological University Dublin – Blanchardstown Campus.
- *Government of Ireland Scholarship and Science Without Borders Brazilian Scholarship* awardee .
- Top International Student Ambassador for Education In Ireland.
- Passionate about Design in its many aspects, with strong multidisciplinary market, volunteer experience and published papers in the Usability field.
- Award-winning interactive designer.
- Looking forward to build a career in the Digital Design field and become an asset to the Irish market."



EXPERTISE

- Print Design
- Human-Centered Design
- Branding
- Illustration
- Video production and motion graphics
- User Experience Design & Research
- User Interface Design & Prototyping
- Photography
- Presentation Design/Training sessions
- Interactive Design
- Web Design (HTML/CSS/Bootstrap)



EXPERIENCE



May 2019 -
Current

Distilled SCH

Digital Media & Web Designer

Responsible for digital, web advertising and interactive projects for Daft.ie and DoneDeal.ie



September 2016 -
August 2017

Crowe Ireland

Graphic & Digital Designer

Development of graphic and digital assets for internal branding and clients



June 2016 -
August 2016

DV4

Illustrator

Development of artistic illustration for posters and printing material as work experience



2014 - 2015

IBGE - Brazilian Institute of Geography and Statistics

Geographical & Statistical Researcher

Collection of data and informing citizens about the value of demographic information



2013 - 2014

UFPE - Federal University of Pernambuco

Academic Researcher

Project: Analysing the use of digital smart boards in primary education in Recife



January 2013 -
July 2013

Tipograf Graphic Store

Graphic Designer/ Art finalist and Cashier

Development of print, branding, graphic and digital media



EDUCATION



2015 - 2019

Technological University Dublin – Blanchardstown Campus

Bachelor of Arts (Honours) in Creative Digital Media

Subjects: UX Design, Design Thinking, Web Design, Critical Theory, Video Editing, App Design & Dev, etc.



2013 - 2017

UFPE - Federal University of Pernambuco

Bachelor of Arts (Honours) in Design

Subjects: Ergonomics, Packaging Design, History of Design, Design Thinking in Infographics, etc.



2010 - 2012

NAVE Recife

Diploma in Design and Multimedia for Digital Games.



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VOLUNTEER EXPERIENCE

- October 2018 - Current**
ALONE
Video and Human-Centered Design
Working in partnership with ALONE developing the Final Year Project on bringing awareness about older people in Ireland. Also created official video campaigns and social media material
- October 2018 - Current**
Friends of The Elderly
Photography and Human-Centered Design
Working in partnership with Friends of The Elderly developing the Final Year Project on bringing awareness about older people in Ireland. Also taken official photography for their social media channels
- October 2018 - December 2018**
Depaul Charity
Video Production
Responsible for creating DePaul's official Christmas campaign bringing awareness about homelessness in Ireland
- February 2017**
Dublin International Film Festival
Graphic Design
Assistant Graphic Designer at ADIFF's marketing office. Developed material such as brochures, flyers, posters and social media material



ACADEMIC PROJECTS AND ACHIEVEMENTS

- 2019**
Best Project of The Year - TU Dublin Blanchardstown Creative Digital Media 2019
Best Project at the TU Dublin Blanchardstown Campus class of 2019 in CDM with the project The Senior Room (www.theseniorroom.ie).
Sponsor's Website: www.tudublin.ie
- 2019**
Best Paper - TU Dublin Media Research Symposium
Best paper at the TU Dublin Media Symposium with project The Senior Room (www.theseniorroom.ie).
Sponsor's Website: www.tudublin.ie
- 2018 - 2019**
Government of Ireland Scholarship
Recipient of the HEA scholarship, funded to complete Bachelor's Degree at TU Dublin - Blanchardstown.
Sponsor's Website: www.tudublin.ie
- 2015 - 2016**
Science Without Borders Scholarship
Recipient of the CAPES Brazilian scholarship, funded for one year for the Bachelor's Degree in Ireland
Sponsor's Website: www.capes.gov.br
- 2014 - 2015**
Ergonomic and Usability Analysis of Interactive Whiteboards in the Academic Environment
Article published on the 17th HCI - International Conference on Human-Computer Interaction
Website: www.2015.hci.international
- 2013 - 2014**
Analysing the use of digital smart boards in primary education in Recife
Article Published on 7th CIDI - Information Design International Conference
Website: www.cid2015.org
- 2012**
SBGames - Symposium of the Special Commission of Games and Digital Entertainment of the Computing Brazilian Society
3rd Place in "Best Visual Aspects for Mobile Games" with the game Crash Boom Monster **Website:** www.sbgames.org/sbgames2012



CONTACT & LINKS

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Dublin 15, Ireland



REFERENCES

- Clodagh O'Brien**
Employer
Available upon request.
- David Cairnduff**
Marketing Director
Available upon request.
- Nicola Duffy**
Final Year Project Supervisor
Available upon request.
- Solange Galvão**
Academic Research Supervisor
Available upon request.
- Sinead McPhillips**
Client
Available upon request.