



Rúbia Fróis

Brazil · Latin America

Growth Designer
Project Manager
Strategic Campaigns

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Important Links

Portfolio

LinkedIn

Video Introduction

Professional Summary

Strategic creative professional with 5+ years of experience leading design initiatives across digital, physical retail, and performance-driven environments.

Core Skills

- Creative Campaigns Management and Execution
- Creative Direction & Photography Direction
- Team Leadership & Sprint Organization
- Cross-functional Collaboration
- Brand Strategy & Visual Consistency
- Performance-Oriented Design
- Stakeholder Management

Tools and Platforms

- Adobe Suite · Photoshop · Illustrator · InDesign · Figma · WordPress · Builder.io · Unbounce · Insider InOne · Shopify · Klaviyo · Stripo · ClickUp · Jira · Notion · Asana · Monday

Education

Design Bachelor's Degree | 2017 – 2020

Centro Universitário de Belo Horizonte

Computer Technician | 2014 – 2015

PRONATEC

Interculturality | 2025

IFRS

Paid Advertising Advanced | 2025

Instructor Guilherme de Almeida

Languages

English – C1 Advanced

Full Professional Proficiency

Portuguese

Native Proficiency

Growth Designer

SandBox Group | 2024 – Present

Lead creative initiatives for large-scale digital campaigns, aligning design strategy with business and performance goals.

Manage designers' tasks, prioritize demands, organize sprints, and coordinate deliveries with internal teams and external partner agencies.

Collaborate closely with CRM, performance, product, and engineering teams to define scope, timelines, and creative direction.

Create and oversee assets for multiple channels including emails, landing pages, popups, ads, app interfaces, and rich materials.

Ensure visual consistency, quality control, and alignment across all internal and external touchpoints.

Analyze performance metrics and campaign results to generate data-driven visual insights, supporting hypothesis creation and A/B testing.

Deliver thumbnails and creative assets for SVOD strategies across platforms such as Amazon, Roku, Comcast, and Apple TV, following platform-specific guidelines and performance requirements.

Create UGC-style and native social media content, developing concepts, visual narratives, and executions optimized for each platform's behavior.

Email Architect

HighStation AI Agency | 2023 – 2024

Designed email marketing campaigns for 10+ eCommerce brands, balancing visual quality, usability, and conversion goals.

Created responsive email layouts in Figma while ensuring consistency with each client's visual identity and communication strategy.

Collaborated with strategists, copywriters, and marketing specialists to translate campaign objectives into engaging email experiences.

Produced visual assets, simple animations, and creative variations to support promotional and lifecycle campaigns.

Conducted competitor and market research to explore new design approaches and continuously improve creative performance.

Managed multiple projects simultaneously, incorporating stakeholder feedback and delivering assets within tight deadlines.

Creative Strategist & Designer

Grupo Olhos D'Água | 2023

Owned the end-to-end creative process, from strategy and concept development to execution, iteration, and final delivery across multiple brands.

Defined creative and content strategies aligned with business goals, translating insights into high-impact campaigns for digital and offline channels.

Designed and optimized creative assets for social media, paid advertising, websites, email marketing, video, packaging, and print, ensuring a consistent brand experience across every touchpoint.

Collaborated with marketing, CRM, product, and performance teams to develop data-informed creative solutions and continuously iterate campaigns based on insights and results.

Led brand positioning initiatives, balancing strategic thinking with hands-on design execution to strengthen brand recognition and drive business growth.

Design Analyst

SmarttBot | 2022

Specialize in creating and optimizing sales page interfaces, mapping persona behavior, and analyzing data for A/B tests and purchase flows.

Actively involved in the company's rebranding project, contributing to research, strategies for customer acquisition and retention, and reviewing brand positioning.

Responsible for creating images and GIFs for paid campaigns, social media, and email marketing, as well as layout design for ebooks, infographics, and presentations.

Design Analyst

Queima Diária | 2020 – 2022

Developed ads and content for distribution in Brazil and Latin American countries.

Built interfaces for landing pages and analyzed A/B test data.

Contributed to the production of assets for the Queima Diária platform.

Created visual identities for major campaigns and training programs.

Graphic Designer

Social Motive | 2019 – 2020

Planned and executed online and offline campaigns for different clients.

Developed key visuals, visual identities, and assets for organic and paid media.

Coordinated interns and supported creative production for events and campaigns.

Design Intern

D2F Comunicações | 2017

Produced content for websites, ecommerce and social media.