

**LEGENDARY**

**MAD MAN**

**GRAPHIC AND DIGITAL DESIGN**

*by Ricardo Freitas*

Web Design  
UX/UI Design  
Design Gráfico  
Marketing Digital

**CRAFTING VISUAL STORIES & DIGITAL EXPERIENCES AS  
A GRAPHIC AND DIGITAL DESIGNER**

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**With over 20 years of career** dedicated to innovation and creativity, I have specialized in transforming ideas into memorable digital experiences. My passion and proficiency span a complete range of services, including web design, UX/UI design, graphic design, and digital marketing, offering integrated and strategic solutions for every challenge presented.

My journey in the world of design began at the turn of the millennium, when the infinite potential of the internet was just being unveiled. Since then, I have navigated through technological evolutions, adapting and enhancing my skills to remain at the forefront of design trends. Notable projects include innovative digital campaigns, website design and redesigns for global brands, each reflecting a perfect fusion of functionality and aesthetics.

I am a graduate in Graphic Design with advanced specializations through certifications in UX Design, Digital Marketing, and Google Analytics 4. These credentials not only attest to my technical knowledge but also to my ongoing dedication to learning and excellence.

My career has been enriched by opportunities to work with clients from various corners of the world, from innovative startups to traditional companies. This international experience has broadened my design perspective, allowing me to create solutions that transcend cultural and linguistic borders.

I believe that design and digital marketing are not just about aesthetics; they are powerful tools for communicating ideas, connecting people, and driving businesses. My approach is user-centered, always seeking to create experiences that are intuitive, engaging, and effective, aligned with my clients' strategic objectives.

What truly sets me apart in the field of design and digital marketing is my ability to strategically integrate various design disciplines, providing a holistic approach to each project.

My passion for innovation, coupled with a solid technical foundation, allows me to create unique solutions that tell stories, engage audiences, and drive business growth.

My outlook for the future is guided by an incessant search for growth and innovation. Aspiring to always be ahead of emerging trends, I am committed to continuing to evolve my skills and expand my repertoire. Whether through the exploration of new technologies in interactive design or deepening my knowledge in data analytics for digital marketing, I am excited about the possibilities of creating even more impactful and meaningful digital experiences.

**SOBRE  
MIM**

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# DESIGN GRÁFICO



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**GRAPHIC  
DESIGN**

## Graphic Design

**Creative Graphic Design Solutions:** I offer a full range of graphic design services, from creating visual identities and branding to designing digital and print marketing materials. My goal is to create designs that effectively communicate the brand's message and stand out visually.

### Visual Identity Design:

Logo creation  
Brand identity development (branding)  
Business card and stationery design

### Digital Media Design:

Creation of banners and digital ads  
E-book and digital publications design

### Social Media Design:

Creation of visual content for social networks  
Covers and avatars for profiles  
Promotional posts and infographics

### Print Design:

Brochure, flyer, and pamphlet design  
Poster and banner creation  
Magazine and catalog design

### Illustration and Graphics:

Development of custom illustrations  
Creation of infographics and data visualizations  
Custom graphics and icons

### Editorial Design:

Layout and design of books and e-books  
Magazine and annual report layout  
Creation of newsletters and bulletins

### Advertising and Promotional Campaigns:

Creation of materials for advertising campaigns  
Development of visual concepts for campaigns  
Design of promotional materials and point-of-sale (POS) displays

### Signage and Environmental Design:

Creation of internal and external signage  
Design of displays and stands  
Projects for the ambiance and decoration of spaces

### Motion Graphics and Animation:

Creation of animated videos and motion graphics  
Animations for websites and presentations  
Storyboards and visual conception for animations

### Brand Consulting and Management:

Consultation on brand strategy  
Visual identity management  
Brand audit and renewal

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# WEB DESIGN



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**WEB  
DESIGN**

## Web Design

**Website Creation and Development:** I develop customized websites that are visually appealing and optimized for a flawless user experience. Each site is built with a responsive framework, ensuring compatibility across all devices and screen sizes.

### Website Design:

- Creation of custom website layouts
- Development of wireframes and prototypes
- Responsive design for mobile devices
- Redesign and updating of existing websites

### User Interface (UI) Design:

- Development of intuitive and attractive interfaces
- Creation of custom themes and templates
- Design of interactive elements, such as buttons and menus

### User Experience (UX) Design:

- Analysis and mapping of the user journey
- Usability testing and interface optimization
- Creation of efficient navigation flows

### Front-End Development:

- HTML, CSS, and JavaScript coding
- Integration with content management systems (CMS)
- Optimization for performance and loading speed

### E-commerce Design:

- Design of online stores and e-commerce platforms
- Optimization of the shopping and checkout experience
- Integration with payment and inventory systems

### Landing Page Design:

- Creating conversion-focused pages
- Attractive design with effective calls to action
- Optimization for marketing and advertising campaigns

### SEO and Search Engine Optimization:

- Structuring websites for better indexing
- Content optimization and meta tags
- Improved accessibility and browser compatibility

### Blogs design and Online Publications:

- Custom layouts for blogs and news portals
- Integration of sharing functionalities
- Design adapted for regular content and posts

### Interface Design for Mobile Applications:

- Creation of interfaces for iOS and Android Design apps
- Prototyping and testing interactivity on devices

### Website Maintenance and Support:

- Regular content and design updates
- Technical support and troubleshooting
- Website performance monitoring and reporting

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# UX/UI DESIGN



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**UX/UI  
DESIGN**

## UX/UI Design

**User Interface and Experience Design:** I specialize in creating intuitive user interfaces and engaging user experiences. Through user research, prototyping and usability testing, I ensure that each product is easy to use and meets the needs of the target audience.

### **User Research:**

Conducting interviews and research with users  
Analysis of user behavior and needs  
Development of personas and target audience segmentation

### **Usability Analysis:**

Usability assessment of existing websites and applications  
Identification of friction points and areas for improvement  
Recommendations based on usability heuristics

### **Interaction Design:**

Creation of wireframes and interactive prototypes  
Development of user flows and sitemaps  
Concept testing and validation of interaction flows

### **User Tests:**

Organizing and conducting usability tests  
Test data analysis and user feedback  
Design iteration based on test results

### **Design Thinking and Workshops:**

Facilitation of design thinking workshops  
Generation of user-centered ideas and solutions  
Rapid prototyping and idea validation

### **User Experience Strategy:**

Development of long-term UX strategies  
Aligning UX with business objectives  
Consulting on UX best practices and trends

### **User-Centered Interface Design:**

Creation of intuitive and accessible interfaces  
Focus on design simplicity and efficiency  
Adapting interfaces for different devices

### **Information Architecture::**

Structuring and organizing content on websites and applications  
Creating efficient navigation systems  
Taxonomies and metadata planning

### **Accessibility and Inclusive Design:**

Ensuring that products are accessible to all users  
Adherence to accessibility standards (WCAG, ADA,)  
Inclusive design that considers diverse user groups

### **Metrics and Feedback Analysis:**

User interaction data analysis  
Monitoring engagement and satisfaction metrics  
Feedback to improve user experience



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# DIGITAL MARKETING



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**DIGITAL  
MARKETING**

## Digital Marketing

**Customized Digital Marketing Strategies:** With a data-driven approach, I develop and implement digital marketing strategies that increase visibility, engagement and conversions. I use a combination of SEO, content marketing, paid advertising and social media analytics to achieve clients' business objectives.

### **Social Media Management:**

Content creation and management for social platforms  
Monitoring and engagement with the users  
Performance analysis and optimization of social strategies

### **Online Advertising:**

Planning and executing paid ad campaigns  
Click-through rate (CTR) and cost-per-acquisition optimization  
Audience targeting and ad personalization

### **Content Marketing:**

Content strategies for engagement and attraction  
Creation of blog posts, articles, e-books, infographics, etc.  
SEO to improve organic visibility

### **E-mail Marketing:**

Creation of email marketing campaigns  
Message segmentation and personalization  
Performance metrics analysis

### **SEO (Search Engine Optimization):**

Website optimization to improve rankings  
Keyword Research and Content Optimization  
Analysis and improvement of website structure and performance

### **Influencer Marketing:**

Identifying and partnering with relevant influencers  
Planning campaigns with influencers  
Impact measurement and ROI (Return on Investment)

### **Data Analysis and Web Analytics:**

Collection and interpretation of digital marketing data  
Performance reports and insights for decision making  
Use of tools such as Google Analytics, etc...

### **Digital Marketing Strategy:**

Development of integrated strategies  
Consulting for aligning marketing tactics  
Long-term planning and defining KPIs

### **Conversion Optimization (CRO):**

A/B and multivariate testing for conversion rates  
Sales funnel and customer journey analysis  
Improving user experience to increase conversions

### **Online Reputation Management:**

Reputation Management  
Monitoring and managing brand reputation  
Strategies for dealing with negative feedback and criticism

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**METHODOLOGY  
APPLIED**

My working method, inspired by Design Thinking, emphasizes collaboration, customization and innovation in each project. Here's a simplified overview of the key steps:

**1. Briefing and Understanding Initial Meeting:**

- Discussion of the client's objectives, needs and expectations.
- **Scope Definition:** Clarification of scope, deadlines and budget.

**2. Research and Ideation Market Research and Persona:**

- Trend analysis and target audience definition.
- **Brainstorming and Wireframes:** Generating ideas and creating wireframes to visualize concepts.

**3. Development and Design UX/UI Design:**

- Applying design best practices to create an intuitive user experience.
- **Development:** Transformation of designs into functional solutions, with revisions based on customer feedback.

**4. Testing and Launching Usability Tests:**

- Checking ease of use and optimizing performance.
- **Launch:** Assistance with project launch, with documentation and training as needed.

**5. Post-Launch Monitoring Support:**

- Monitoring to ensure proper functioning and collecting feedback for improvements.

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**FAQ**

### **What is the process of hiring your services like?**

The process begins with an initial consultation, where we discuss your needs, goals, and ideas. After this meeting, I provide a detailed budget and project timeline. With approval, we formalize the agreement and start the project.

### **Can I request changes or revisions to the proposed designs?**

Yes, your satisfaction is my priority. The process includes feedback and review steps where you can request changes. The number of revisions allowed will be specified in the service contract to ensure both parties are aligned on expectations.

### **What information do I need to provide to start a project?**

To start, it is important to provide as much information as possible about your company, products/services, target audience, and objectives. Existing brand materials like logos and style guides are also helpful in ensuring brand consistency.

### **How do you ensure the final design aligns with my vision?**

The design process is collaborative and iterative, involving your participation at every stage. Presentations Regular sessions and feedback sessions ensure that the project evolves in line with your expectations and vision.

### **What happens if I am not satisfied with the service provided?**

I promise to work until you are satisfied with the result. If for any reason it does not meet your expectations, we will discuss the necessary steps to resolve any issues as stipulated in the service agreement.

### **How can I track the progress of my project?**

You'll receive regular updates on project status, and we'll establish milestones for reviews and feedback. In addition Furthermore, I am always available for follow-up meetings or consultations via email or phone.

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# NEXT STEPS

**We are almost there!** If what you've seen so far has piqued your interest and you are considering my services that could benefit your project or company, here are the next steps to get us closer to turning your vision into reality.

## 1. Request the Full Portfolio

I understand the importance of choosing the right partner for your project, and an essential part of this choice is knowing the work already carried out. For privacy and confidentiality reasons, my full portfolio is available upon request. This ensures that I respect the privacy of my clients and partners while providing you with a comprehensive view of the quality and scope of my work.

To request access to my portfolio, please contact me at **+351 914 849 062**, or email [mail@ricardofreitas.net](mailto:mail@ricardofreitas.net). I'm happy to share specific examples of my work that align with your needs and goals.

## 2. Schedule a Free Initial Consultation

The next step is to schedule a free initial consultation. This meeting is an opportunity to get to know each other better, discuss your needs in detail, and explore how I can add value to your project. During this session, we can:

- **Discuss your project goals and expectations.**
- **Explore ideas and potential solutions.**
- **Clarify any doubts you may have about the work process.**
- **Discuss deadlines, budget, and any specific requirements of your project.**
- **To schedule your appointment, please use +351 914 849 062, or [mail@ricardofreitas.net](mailto:mail@ricardofreitas.net).**

## 3. Step by Step to Success

After our initial meeting, if you decide to move forward, we will outline a detailed plan, including project scope, milestones, deadlines, and contract terms. My goal is to make the entire process from project conception to completion as smooth and transparent as possible, ensuring you stay informed and involved every step of the way.

I will be happy to provide design and marketing solutions that not only meet but exceed your expectations. If you're ready to elevate your online presence and positively impact your audience, let's start this journey together. I look forward to the opportunity to collaborate with you and turn your ideas into reality.

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**THANK  
YOU**

Thank you for your interest!

I sincerely appreciate you taking the time to explore showcasing my web design, UX/UI design, graphic design, and digital marketing services. Your interest is the first step toward a potential collaboration that can transform your ideas into impactful, lasting realities.

Remember, I'm here to help take your project or business to the next level. If you've been inspired by what you've seen and want to discuss how we can work together, don't hesitate to get in touch. Whether you want to request a complete portfolio, schedule a free consultation, or simply need to clarify any doubts, I am at your disposal.

#### **Stay Connected**

In the meantime, I invite you to stay connected. Follow me on social media, visit my website at <https://www.ricardofreitas.net> for the latest updates and insights or sign up for the newsletter to receive information straight to your email.

#### **Commitment to Excellence**

My commitment is to provide personalized and innovative solutions that meet your specific needs, exceeding expectations and contributing to the success of your project. I look forward to the opportunity to collaborate with you to create memorable and effective digital experiences.

#### **Let's Create Something Amazing Together!**

Once again, thank you for your interest. I'm excited about the prospect of working together and look forward to taking the next step on this creative journey.

Thank you very much,

Ricardo Freitas

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