# RAFAEL MENEGUZZO

## DESIGNER & 3D ARTIST

## ABOUT ME

I am a designer specializing in digital creation and 3D modeling. Proactive and determined, I am always attentive to market trends.

With over five years of experience in marketing, my mission is to ensure that people see a brand or product with the same passion as those who sell them.

## EDUCATION

**COLÉGIO SÃO JOSÉ**
*Caxias do Sul, Brazil*

Elementary and high school.
Completed in 2019.

**UCS**
*University of Caxias do Sul, Brazil*

Bachelor's Degree in Digital Creation with honors.

- **GPA of 3.89/4.**
Completed in 2024.

## LANGUAGES

**English:** professional

**Portuguese:** native

## PORTFOLIO

rafaelmeneguzzo.com.br

## PHONE NUMBER

(54) 99171-7079

## EMAIL

contato@rafaelmeneguzzo.com.br

## MARITAL STATUS

Single

## BIRTH DATE

05/26/2001

## WORK EXPERIENCE

**AUG/23 - CURRENT**

### MARKETING DIRECTOR
*Controlbox Group - Caxias do Sul, Brazil - Remote*

I have taken the lead in all marketing initiatives, being responsible for online and offline strategic development. I manage and review budgets and advertising projects, actively contributing to the continuous growth of the Group's market share. Additionally, I mediate specific projects to promote efficient collaboration between the IT teams and other departments.

**DEC/22 - CURRENT**

### 3D ARTIST (FREELANCER)
*Nacional e internacional - Remote*

I frequently collaborate with companies on projects for market-leading clients across various sectors. I work effectively with tight deadlines, handling projects independently or as part of a team. I have experience in advertising, web applications, and games.

As a specialist in creating photorealistic props (both high and low), I am skilled in retopology, UV mapping, baking, and texturing. Additionally, I am capable of setting up lighting, rendering, and post-processing.

**JAN/19 - JUL/23**
*(4.6 years)*

### MARKETING ANALYST
*Controlbox Group - Caxias do Sul, Brazil - On-site*

I was responsible for increasing the visibility of Atlantic, a leading European heating company, in Brazil. I exceeded revenue targets and enhanced brand recognition through organic and paid traffic strategies, independently developing creative content.

I established a national digital community from the ground up for Controlbox, strengthened by active engagement from the target audience.

I improved over 40 3D product models for advertising campaigns and training videos, qualifying over 3,000 salespeople at major retailers.

I managed websites and e-commerce platforms, handling design and tag monitoring (Analytics and Pixel).

Additionally, I created audiovisual content, catalogs, banners, dashboards, and other materials.

# CERTIFICATIONS

**COURSE IN BASIC MATERIALS / PHOTOGRAPHY AND COMPOSITION (2023)**
Blender Community for Architecture by Augusto Cezar.

**COMPLETE GUIDE TO SUBSTANCE PAINTER (2022)**
From basic to advanced in Substance Painter. Project setup, mesh map creation, and realistic texturing. Use of opacity and emissive channels, masks, smart masks, smart materials, generators, and other features.

**BLENDER 3D COURSE (2022)**
Development of 3D models, environments, and products. Lighting and camera control.

**INTRODUCTION TO 3D MODELING IN BLENDER (2022)**
From basic to advanced 3D modeling in Blender, covering fundamental tools to composition rules, blocking, lighting, texturing, and rendering.

**INTRODUCTION TO GAME PROGRAMMING WITH UNITY (2022)**
Training for digital game development using the Unity Engine.

**HIGH-LEVEL PHOTOSHOP COURSE (2022)**
From basic to advanced image manipulation with Photoshop, covering fundamental tools and composition of elements, lighting, colors, special effects, and finishes, to complete image manipulation with advertising and artistic focus, and complete image manipulation with a vehicle.

**GRAPHIC TRAINING COURSE (2019)**
Graphic production with Adobe CC. Improvement of technical and graphic aspects, project execution, and creation of a well-crafted portfolio.

**PHOTOSHOP COURSE - BASIC TO ADVANCED (2018)**
Mastery of Photoshop CC 2018, from the simplest to the most advanced features.

**GOOGLE ADWORDS COURSE (2019)**
Creation and configuration of campaigns, with an emphasis on PR and RD, based on planned strategies to achieve ideal results, optimizing investments.

**GOOGLE MARKTING WORKSHOP (2019)**
SEO strategies, Google for local businesses, Google Ads, Analytics, and search engine marketing concepts

# SKILLS

Photoshop (advanced)

Illustrator (advanced)

Premiere Pro (advanced)

After Effects (advanced)

Figma (intermediary)

Blender (advanced)

Substance Painter (intermediary)

Marvelous Designer (intermediary)

Unreal Engine 5 (basic)

Audacity (intermediary)

Ads, BM, Analytics, GTM (advanced)

Excel e Power BI (advanced)

Java, C, C# C++, HTML, CSS, JS (basic)