



FERNANDA CORRÊA

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EXPERIENCES

FLIGHT 001

E-commerce Director | New York | Mar 2016 - present

Responsible for developing strategies and drivers to successfully increase digital e-commerce revenue. Led the web team and management of all aspects of F1's e-commerce environment including content production, web development, and online marketing functions.

FLIGHT 001

Web Developer Manager | New York | Aug 2015 - Mar 2016

Effectively managed the development team to get F1's website up to industry standards with git control, responsive website, cdn usage, productivity features, and front-end improvements. Also contributed with front-end coding and ux design of the site.

GENERAL ASSEMBLY

NY, New York | Apr - Jul 2015

Web Development Immersive Course | Full-Stack Developer
Full-time immersive classes that focused on programming fundamentals, product development, front-end development, building applications from scratch, back-end languages, and group development.

FLIGHT 001

Brand Designer | New York | Jul 2013 - Apr 2015

Created designs for all the company channels: wholesale, web, stores, international partners, and corporate. Managed the branding, social media, email newsletters, brand campaigns, packaging and more. Worked closely with company's founders.

CHOWDER INC

Freelance designer | New York, NY | Apr 2012 - Oct 2012

Development of advertisement, newsletter, image manipulation, illustrations for Visit Connecticut, Chelsea Green building, and Visit the Cayman Islands.

GOTHAM GIRLS ROLLER DERBY, NFP

Designer | New York, NY | Jan 2011 - present

Having contributed to many committees in this NFP organization, including creative, web, media, and merchandise committees. Responsible for creating and executing a variety of project, including logos, digital and print advertisements, seasonal programs, promotional materials, apparel and merchandise design, website landing pages, and social media content.

PREVIOUS EXPERIENCES

FIVE STRIDE SKATE SHOP

Graphic & Web Designer | New York | May 2011 - Jul 2013

MTV - LOGO NETWORK

Design Intern | New York, NY | Aug 2010 - Dec 2010

CABIÚNAS INCORPORATION

Creative Director | RJ, Brazil | May 2009 - 2013

XP INVESTIMENTOS

Creative Director | RJ, Brazil | Aug 2008 - Aug 2009

SKILLS

WEB DEVELOPMENT

Ruby, Ruby on Rails, Sinatra, PostgreSQL, JavaScript, PHP, jQuery, HTML, CSS, Git, Sass, Ajax, MongoDB, Node, Express.
CMS: Magento, Wordpress.

VISUAL DESIGN

Adobe Products: Photoshop, InDesign, Illustrator, Muse, Premiere, After Effects, Dreamweaver.

OTHER

Google Analytics, Office.

EDUCATION

GENERAL ASSEMBLY

Web Development Immersive Course
NY, New York | April - July 2015

NOBLE DESKTOP

Web Development Classes : HTML, CSS, and HTML for emails, PHP & MySQL.
New York | 2013 & 2016

PRATT INSTITUTE

MS Communication Design
New York, NY | Aug 2009 - May 2011

UNIVERCIDADE

BFA Industrial Design with focus on Communication Design
Brazil | Jun 2008