JACKIE MESSAGGI

SENIOR DESIGNER

UI, BRAND & VISUAL SYSTEMS

Berlin, Germany
EU citizen

With 18+ years of experience across brand identity, art direction, editorial design, and digital interfaces, I bring a strong visual design background to AI-driven creative workflows.

My work spans brand development, UI design, and visual systems for web and mobile products, most recently combining hands-on design with team leadership at GimmeMore. I'm actively integrating AI into visual exploration, interactive prototyping, and design-to-code implementation.

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PROFESSIONAL EXPERIENCE

GimmeMore GmbH

Dec 2023 – Oct 2026
Berlin, Germany

Design Team Lead

- Led a team of three designers across separate projects, setting priorities, assigning tasks, mentoring team members, and reviewing key design deliverables.
- Coordinated improvements to TerraYou's design system, guiding a designer in refining UI components and maintaining visual consistency.
- Contributed hands-on to the design and launch of TerraYou's mobile app MVP, developed to support a new user acquisition strategy.
- Led the visual design of Quiz Bingo, a published mobile casual trivia game, from initial concepts through launch, defining its art direction, UI, and motion direction.
- Collaborated directly with Unity developers, preparing production-ready assets, UI specifications, and animated prototypes to support implementation.

Apr 2021 – Nov 2023

Senior UI Designer

- Created the brand identity selected for TerraYou, a digital self-development platform, from multiple design proposals, then took ownership of its visual direction across digital interfaces and brand materials while contributing to personalized editorial reports.
- Introduced structured UI/UX workflows, replacing Photoshop-based final layouts with wireframing, mobile-first design, and reusable components, initially using Adobe XD and later Figma.
- Established the foundations of a scalable design system using a Tailwind-compatible UI Kit, aligning design components with engineering workflows to improve consistency and streamline implementation across products.
- Received a performance bonus recognizing improvements to design workflows and collaboration with engineering.
- Took on interim team leadership responsibilities before being formally promoted to Design Team Lead in December 2023.

Independent Designer

Mar 2018 – Apr 2021
Berlin, Germany

- Relocated to Berlin and continued working independently on branding, packaging, and visual communication projects for international clients.
- During the COVID-19 pandemic, focused on intensive digital design and UI/UX studies, developing practical projects that supported my transition into interface design.

CORE SKILLS

UI & Digital Design
User Interface Design, Interaction Design, Wireframing, Prototyping, Design Systems, Responsive Design

Brand & Creative
Brand Identity, Art Direction, Editorial Design, Typography, Visual Communication, Campaign Design, Print Production

Collaboration & Processes
Design Process Improvement, Creative Direction, Design Reviews, Mentoring

AI Workflows
AI-assisted Design Workflows, Interactive Prototyping, Design-to-code Workflows

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Advertising & Marketing
Unisul · Brazil · 2005 – 2008

Design OS: AI Workflows for UX/UI Designers
SPICED Academy · 2026

Design Systems 101
Designsystem.university · 2024

Motion Design with Figma
Zero To Mastery · 2023

Master Digital Product Design: UX Research & UI Design
Udemy · 2022

TOOLS & TECHNOLOGIES

Design & Creative
Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Procreate

AI & Creative Workflows
ChatGPT, Claude (Code & Design), OpenAI Codex, Adobe Firefly, Google Flow

Development & Collaboration
Visual Studio Code, GitHub

LANGUAGES

Portuguese	Native
English	Fluent (C2)
German	Basic (A1)

PROFESSIONAL EXPERIENCE, CONTINUED

Creative Director & Entrepreneur
Criciúma, Brazil

Squilo Comunicação, Hola! Churros & Senhor Garibaldi — **2015 – 2018**

- Co-founded Squilo Comunicação, leading creative direction, branding, graphic design, and visual communication projects while managing the agency's day-to-day operations.
- Founded and developed Hola! Churros, creating its brand identity, packaging, marketing campaigns, menus, and visual communication across physical and digital touchpoints.
- Co-created The Taste, a food festival bringing together more than 20 food vendors, contributing to its concept, branding, and event development.
- Managed a Senhor Garibaldi franchise, combining business operations with local marketing and promotional design.

Damyller
Nova Veneza, Brazil

Art Director — **Jun 2013 – Nov 2014**

- Led the creative and editorial production of Damyller Magazine, overseeing its visual direction and coordinating the development of each edition.
- Co-developed editorial concepts with the Product team, defining visual narratives, locations, models, and photoshoot direction.
- Managed end-to-end editorial production, from photoshoot supervision and retouching direction to magazine layouts, artwork preparation, and print production.
- Collaborated with external agencies on major fashion campaigns, supervising creative execution and developing in-house merchandising materials.

Gas Multiagência
Florianópolis, Brazil

Art Director — **Nov 2011 – Feb 2013**

- Created advertising concepts and visual materials for Artex, including magazine advertisements, in-store merchandising, and product catalogs.
- Collaborated with the creative lead and another art director to explore multiple visual directions from client briefs, presenting proposals for client review and selection.
- Refined approved concepts and prepared creative assets for handoff to the production artwork team.

Earlier Career
Santa Catarina, Brazil

Graphic Design & Art Direction — **2008 – 2011**
Unica Comunica · Damyller · Nova Multiagência

- Progressed from Art Assistant to Art Director, creating advertising campaigns and visual communication materials across agency and fashion retail environments.
- Conceived and launched Damyller's first Pocket Magazine, identifying an opportunity for a more accessible, take-home alternative to traditional fashion catalogs. Designed and produced the inaugural edition, which later evolved into Damyller Magazine.
- Developed advertising, merchandising, editorial, and digital communication materials for retail brands and agency clients.