



**Cleid Braga.**

D i g i t a l   C r e a t i v e

P o r t f o l i o   2 0 2 6

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# Cleid Braga

## Hey, Let me introduce myself.

I'm Cleid Braga, an advertiser by training and a designer at heart.

My journey has taken me from Salvador to London and Amsterdam, each stop broadening my perspective and deepening my passion for purposeful communication.

I work across graphic design, social media, web design and mentoring, always weaving creativity, strategy and a strong digital presence.

I speak Portuguese, English and Italian, and I love keeping pace with whatever moves brands, people and ideas.

Have a look at some of my work.



# Education

Faculdade São Marcos | **MBA in Marketing and Digital Media** | 2025

Faculdade São Marcos | **MBA in Electoral Communication and Political Marketing** | 2025

Centro Universitário Unijorge | **BA in Social Communication, specialising in Advertising** | 2017

## Further Training

Universidade RD Station | **Data Analysis and Marketing-and-Sales Metrics** | 2025

Great Learning | **UI and UX Design for Beginners** | 2023

Openclassrooms | **Dive into UX Design** | 2021

Openclassrooms | **Build Your First Web Pages with HTML and CSS** | 2020

Estúdio Artis criativo | **Professional Photography** | 2015

## Languages

Portuguese: 

English: 

Italian: 

Spanish: 



# Technical Skills

- ✓ Digital Marketing: strategic planning, Meta Business Suite, basic SEO
- ✓ Photography: editing and post-production
- ✓ Excellent written and verbal communication
- ✓ Project management

## Design



## Web Design



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# Projects

## VISUAL IDENTITY

It is more than aesthetics; it is the visual soul of a brand. Here, every project is conceived to turn essence, uniqueness and purpose into graphic elements that tell stories and build genuine connections.

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## WEB DESIGN

A site should do more than look good; it must inform, connect and convert. Every project I take on is planned to speak clearly, strengthen brand identity and offer intuitive, strategic navigation, whether on WordPress, Wix or Shopify.

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## SOCIAL MEDIA

I craft visual strategies and content that bring brands closer to their audiences with authenticity, style and intent. From planning to design, each social-media project keeps the message consistent and sparks real engagement, be it for events, businesses or cultural ventures

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## INTEGRATED PROJECTS

Some briefs need more than a one-off solution. They call for a thoughtful, end-to-end view of identity, digital presence and visual communication. In this section I share work where I covered everything: branding, websites and printed pieces, always keeping consistency and purpose at the heart.

VISUAL IDENTITY

# Soap Opera

SOAP OPERA

SOAP OPERA

SOAP OPERA

Soap Opera's new look celebrates all things natural and refined. Think soft, feminine visuals, nods to vegan ingredients and essential oils, plus a cheeky dash of humour. Perfectly suited to London's style-savvy shoppers.



VISUAL IDENTITY

# Vanda Maltez



I designed a fresh, fluid look for nutritionist Vanda Maltez. It speaks of transformation and balance through conscious eating, wrapping her Salvador practice in a vibe of care, health and genuine welcome.

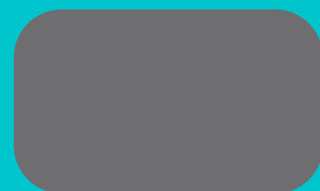
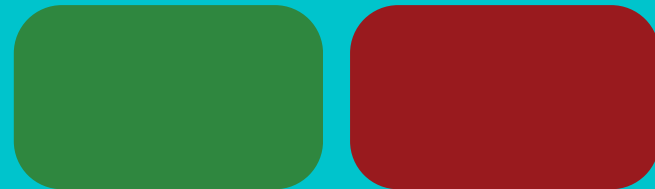


VISUAL IDENTITY

# Via Toscana



Via Toscana's logo takes its cues from sleek Italian design. It signals quality, authenticity and a look that never dates, ideal for a Salvador leather-shoe boutique that marries tradition and polish.

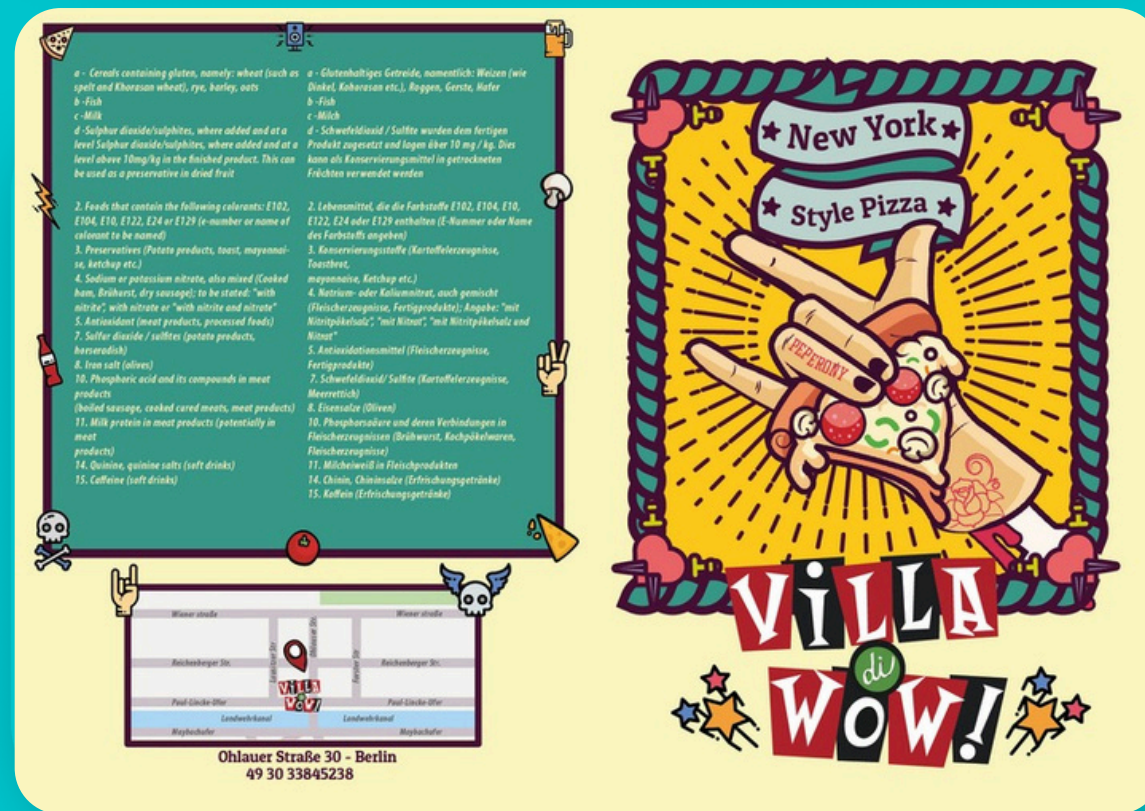


# VISUAL IDENTITY

# Villa di Wow



Villa di Wow asked for Italy with a wink, so that's what I served. Menus and boxes nod to classic pizzerias, then pop with a fresh, cheeky edge, perfect for a Berlin spot that never takes itself too seriously.



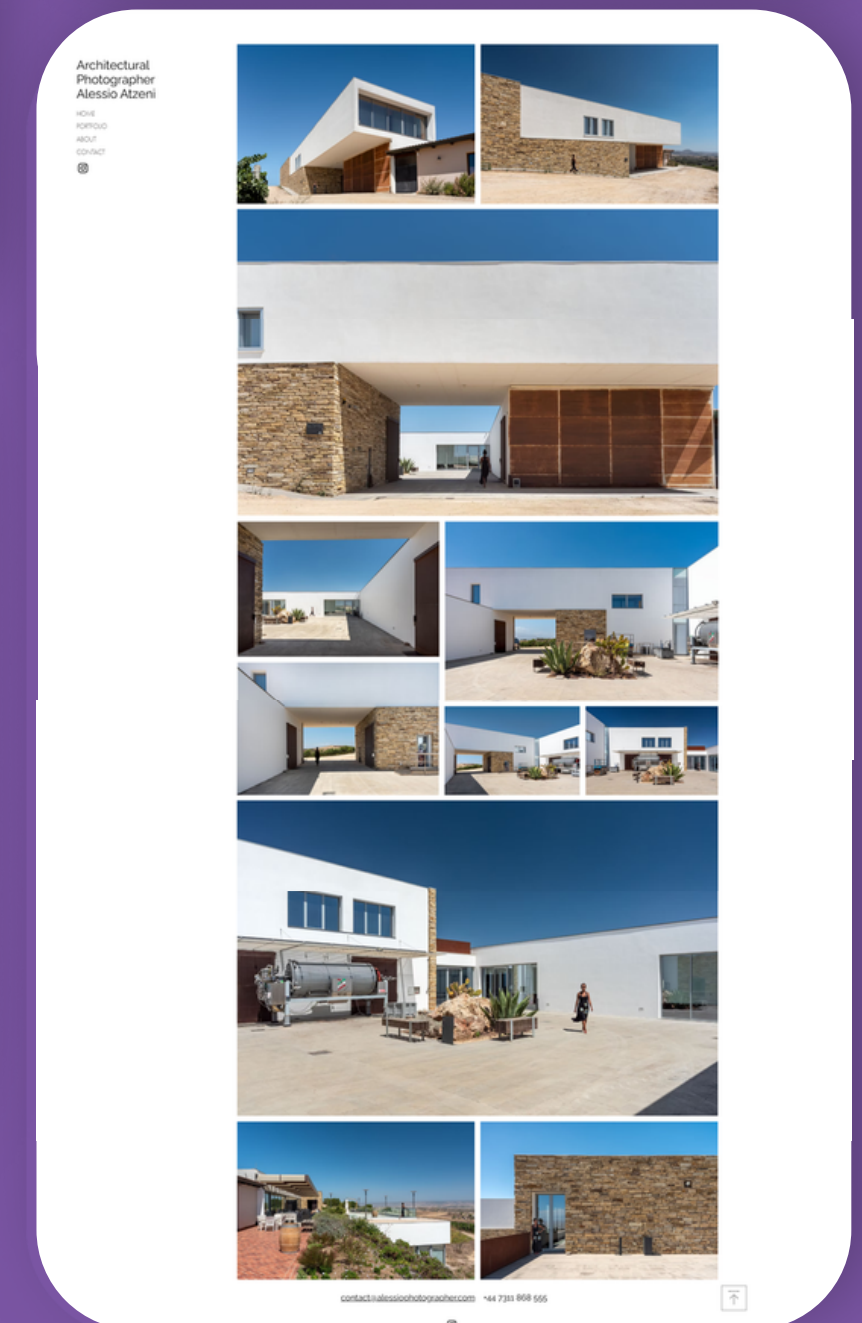
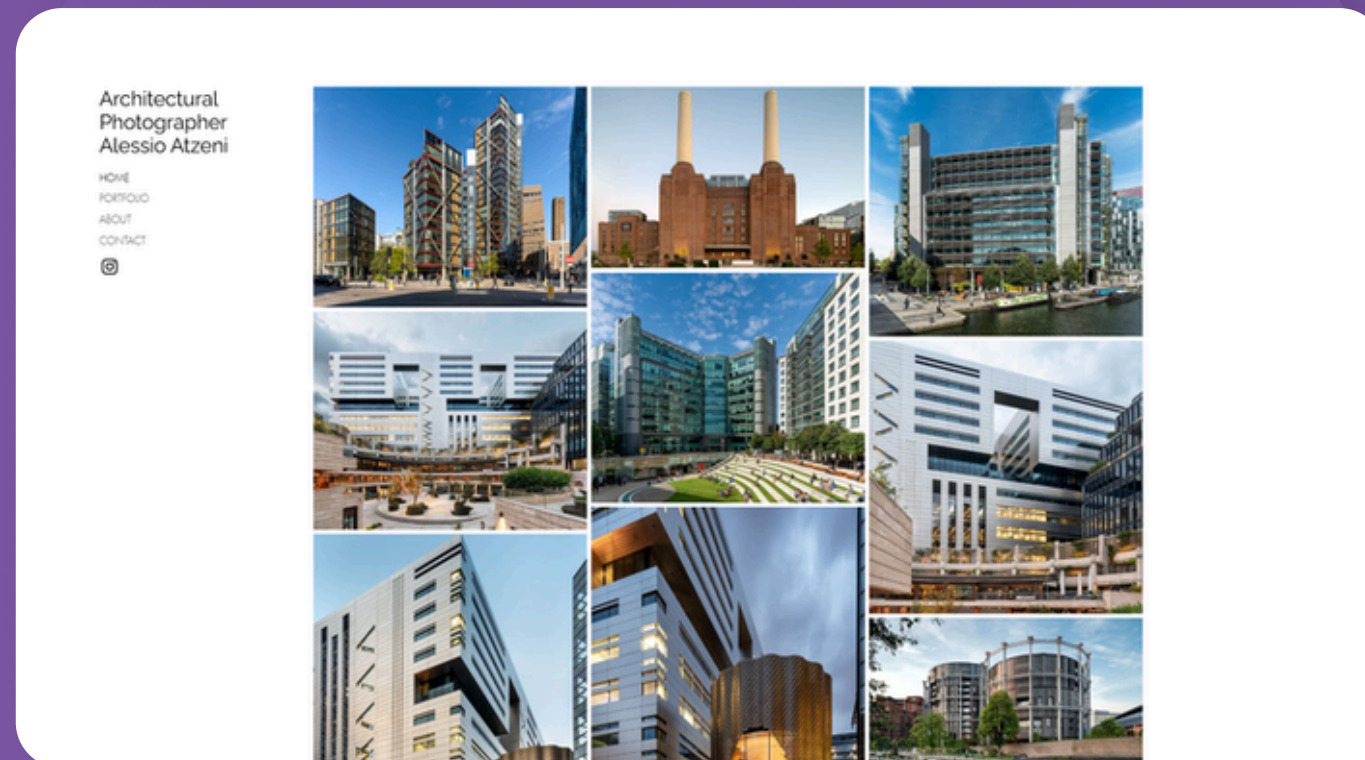
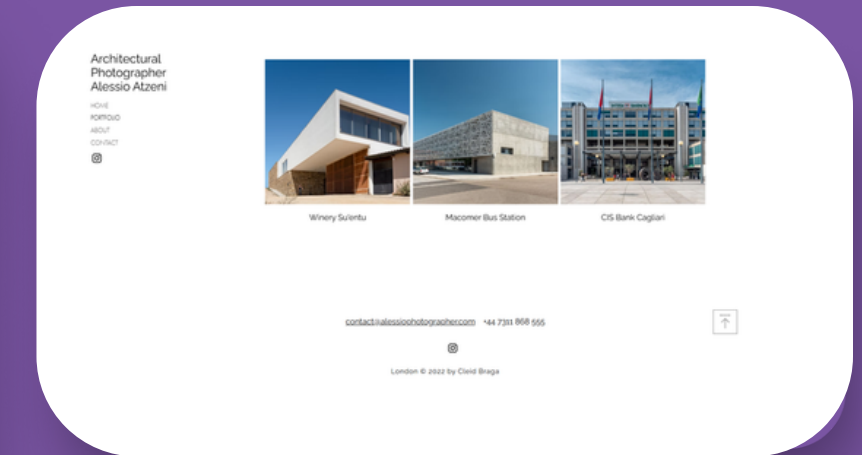
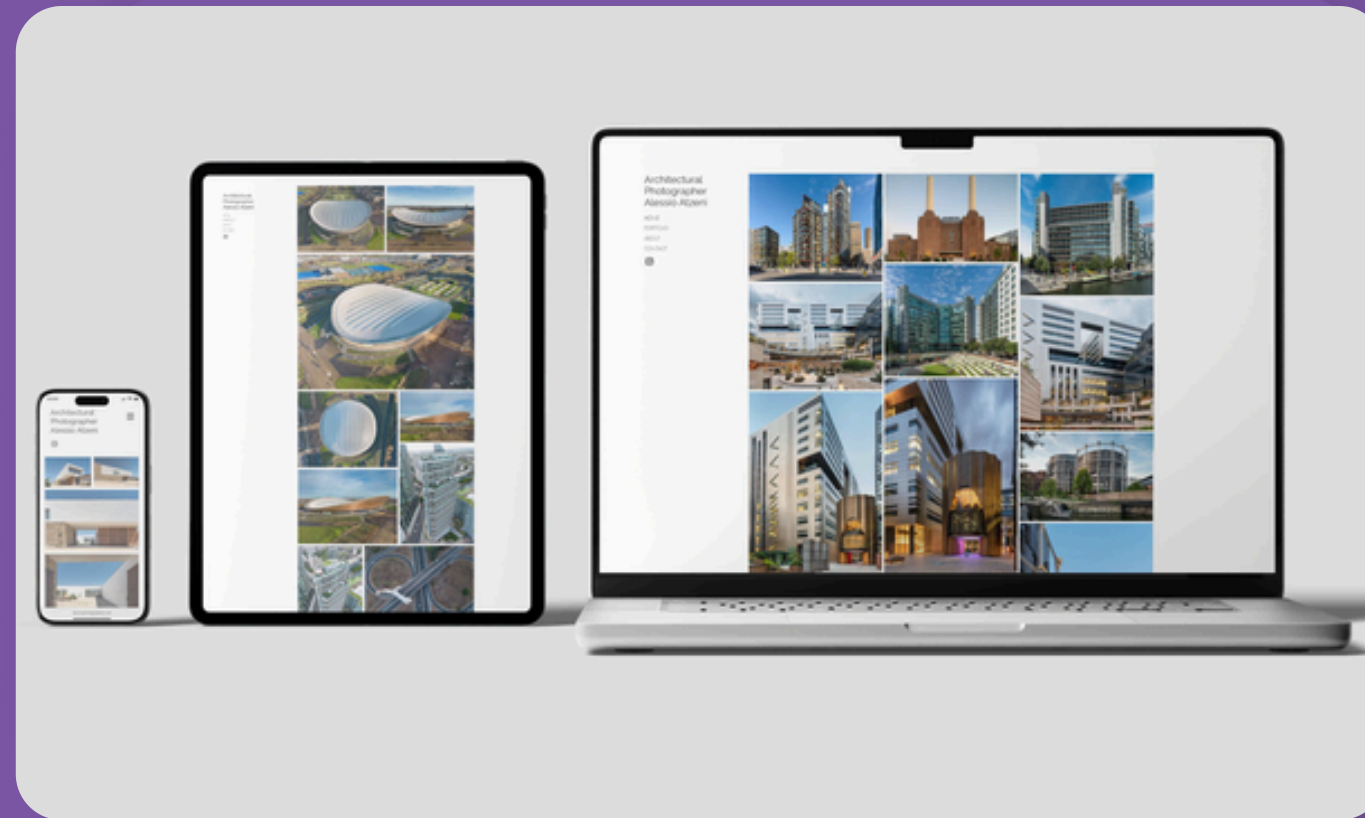
## WEB DESIGN

# Alessio Atzeni

I built a sleek, minimalist portfolio for photographer Alessio Atzeni, letting his photos do all the talking.

The site's clean, mobile-friendly design shows off his architecture and interior shots with the same precision and polish you'll find in his lens.

Splitting his time between London and Italy, Alessio wanted a site that felt truly global, and that's exactly what we achieved.

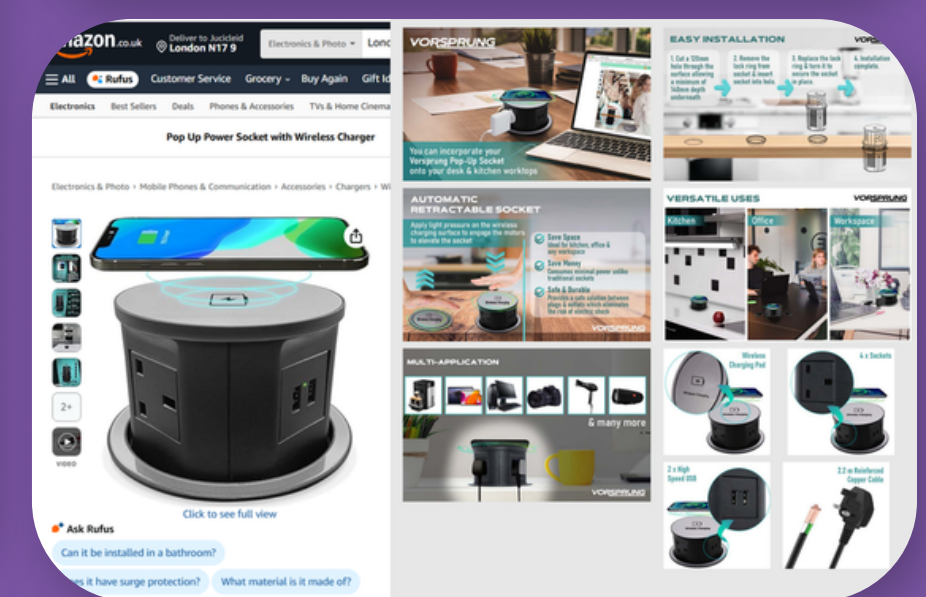
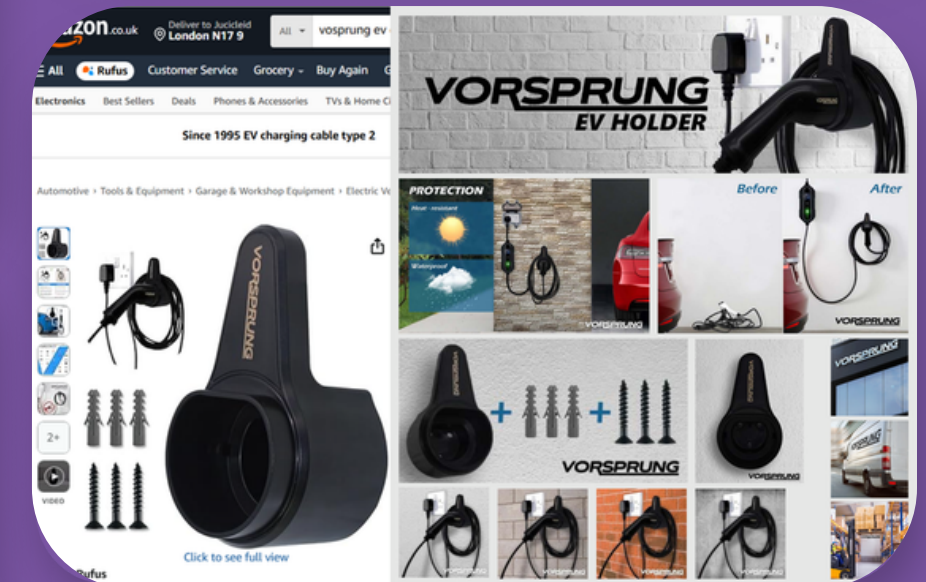
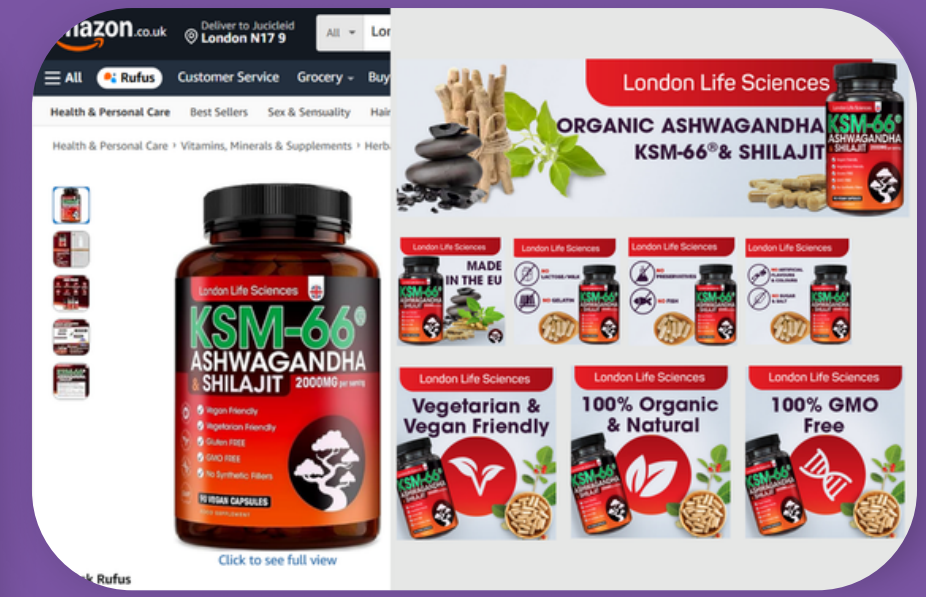
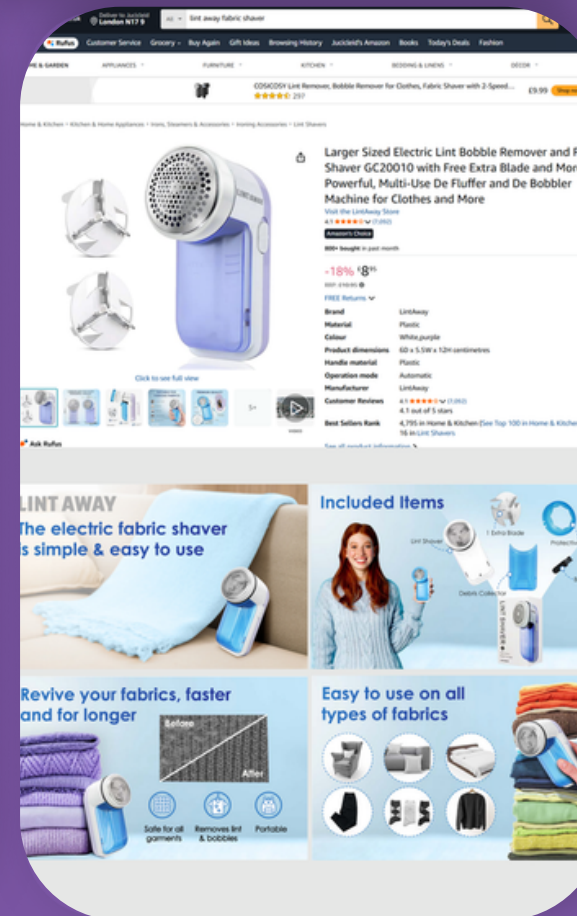
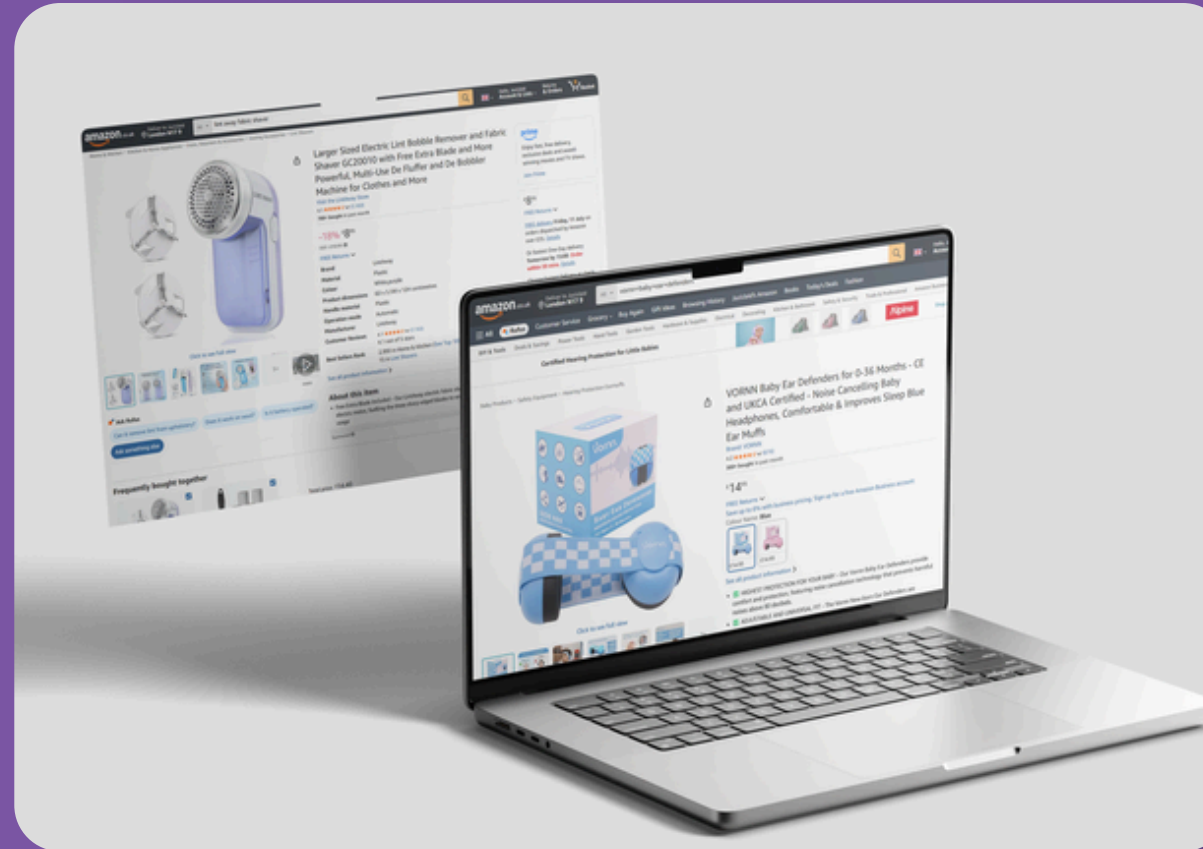


## WEB DESIGN

# Dropnet (Amazon)

At Dropnet, I took the reins on e-commerce visuals from start to finish. I shot the products, polished every image to Amazon perfection, and built conversion-driven A+ pages.

The brief? Keep the look seamless, spotlight each product's standout features, and present everything in a way that stops the scroll and sparks the sale.



## SOCIAL MEDIA

# Forró de Sexta London

Once a month London turns into Brazil thanks to Forró de Sexta. The event draws both Brazilians and Brits who love the music, dance and vibe of the Northeast.

I handle all the visuals, plan the posts and keep the page buzzing. Think bright colours, plenty of rhythm and a look that stays tight and engaging across every feed.

SOCIAL MEDIA

# Here2Work Amsterdam

At Amsterdam's Here2Work job fair, I ran the socials from start to finish. I produced posts, stories and promos for the city's diverse crowd, turning the fair's values into visuals everyone could grasp and keeping the online buzz alive until the doors closed.

Here2Work  
International Job Fair 2022  
**International Networking**  
#Workshop



**Sandra Rincon**  
Co-founder at Here2start

[www.here2work.nl](http://www.here2work.nl)

Here2Work  
International Job Fair 2022  
**Interview the recruiter**  
#Q&A



**Bethan Evans**  
HR Expert

[www.here2work.nl](http://www.here2work.nl)

Here2Work  
International Job Fair 2022  
**Starting now  
Challenge:  
How to get a Job in 72 hours?**  
#Keynote



**Eric Burnik**  
IN AmsterdaSerial  
Entrepreneur



**Karen Grewal**  
Smart Robotics

[www.here2work.nl](http://www.here2work.nl)

H2W



**Thank you for a great first day!**

[www.here2work.nl](http://www.here2work.nl)

H2W



**Good morning Amsterdam!**

[www.here2work.nl](http://www.here2work.nl)

H2W



**See you tomorrow!**

[www.here2work.nl](http://www.here2work.nl)

**Thank you for joining Here2Work International Job Fair online!**

[www.here2work.nl](http://www.here2work.nl)

**Thank you for a great first day!**

[www.here2work.nl](http://www.here2work.nl)

**Good morning Amsterdam!**

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**See you tomorrow!**

[www.here2work.nl](http://www.here2work.nl)

## INTEGRATED PROJECTS

# Lenise Rosário Psicóloga

I gave Salvador-based psychologist Lenise a brand-new look, from business cards to letterheads. Airy, organic shapes capture the welcoming, life-changing spirit of her work.



## INTEGRATED PROJECTS

# Lemon Lush

I built the entire brand for Lemon Lush, a London online shop selling women's fashion and accessories. The project covered everything visual: the logo, the identity, the social media look, and the full Shopify site. The vibe was fresh and contemporary, capturing the brand's urban, colourful spirit.

➤ Brand

Website

Social media



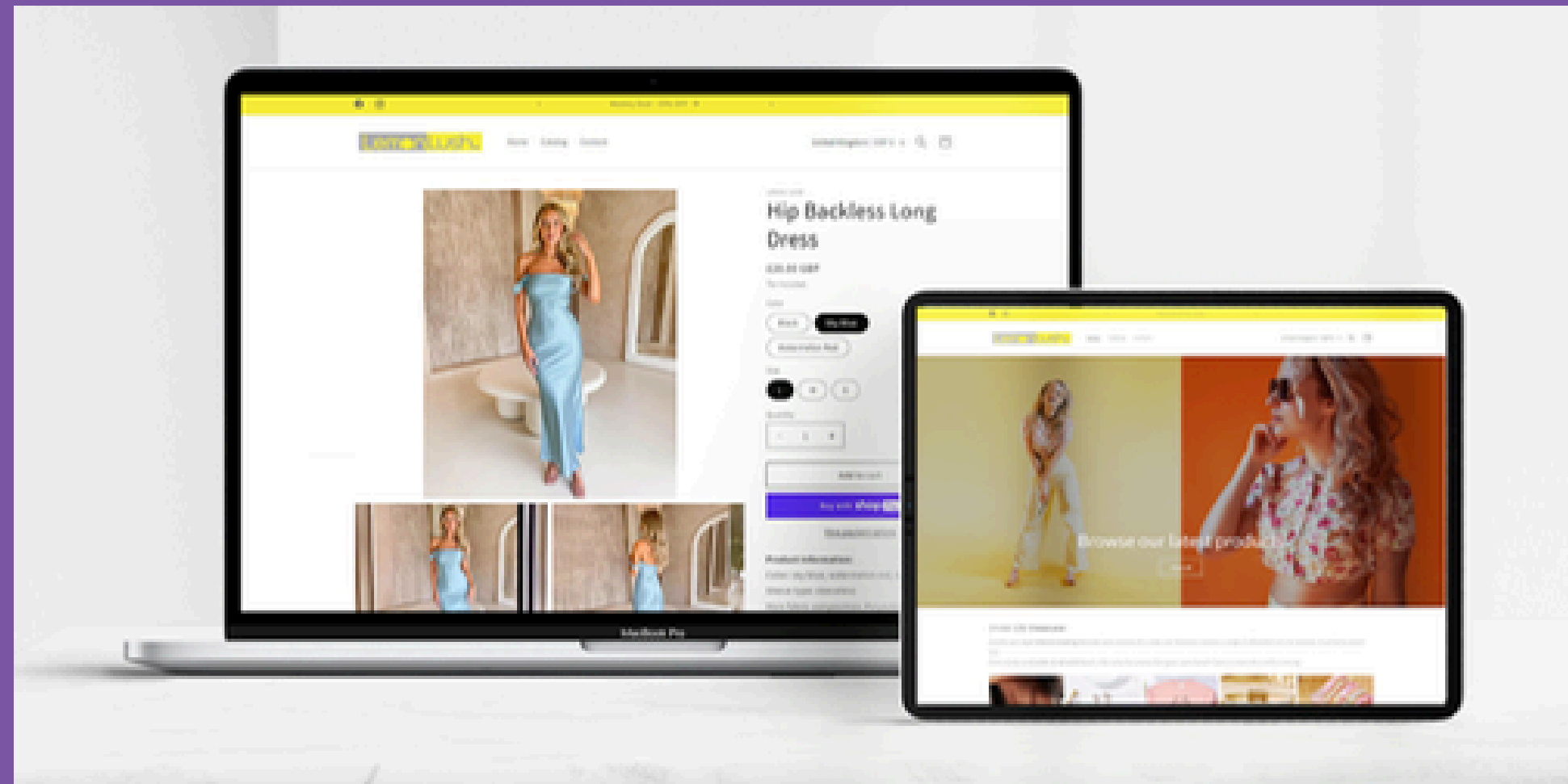
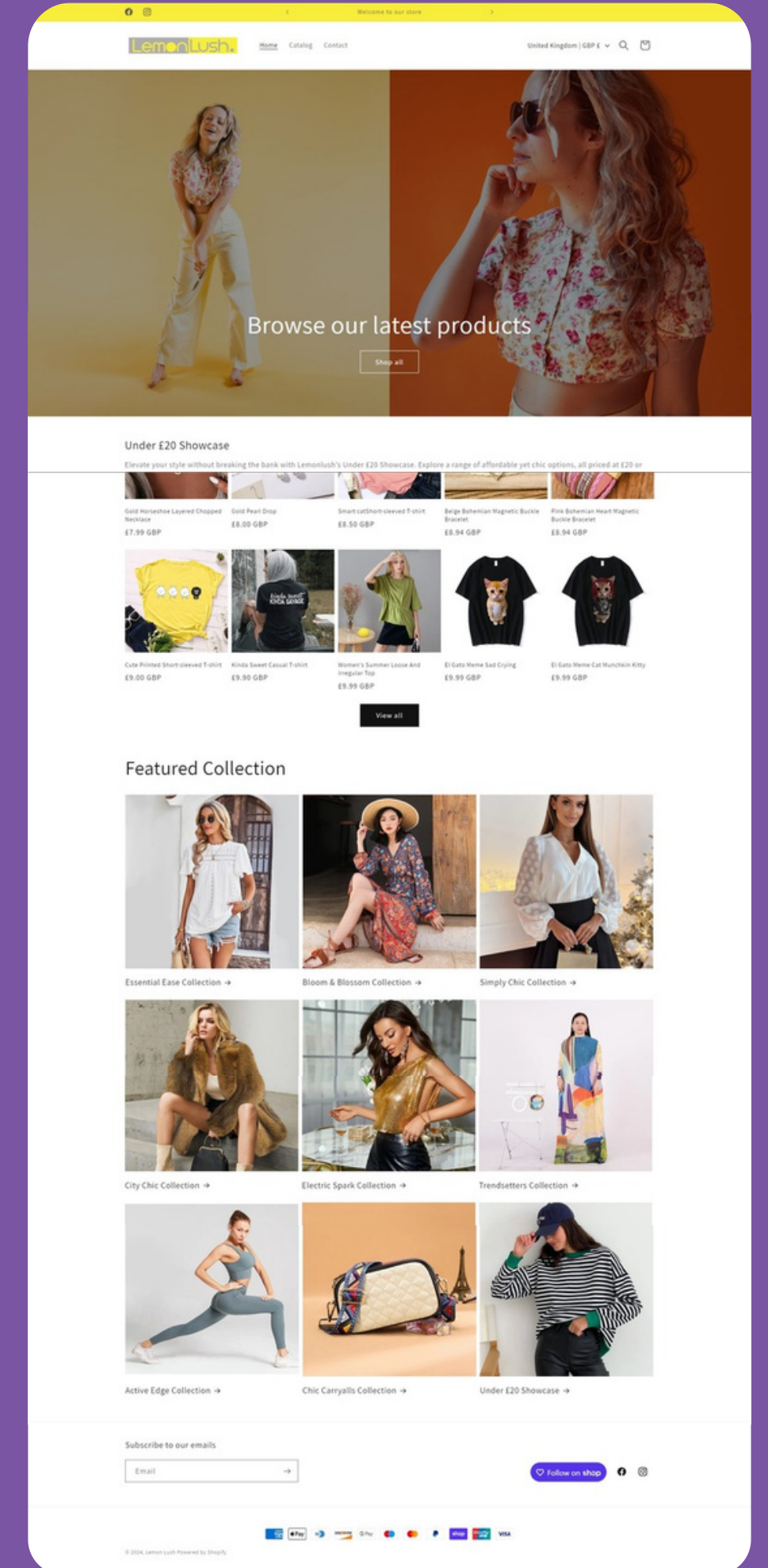
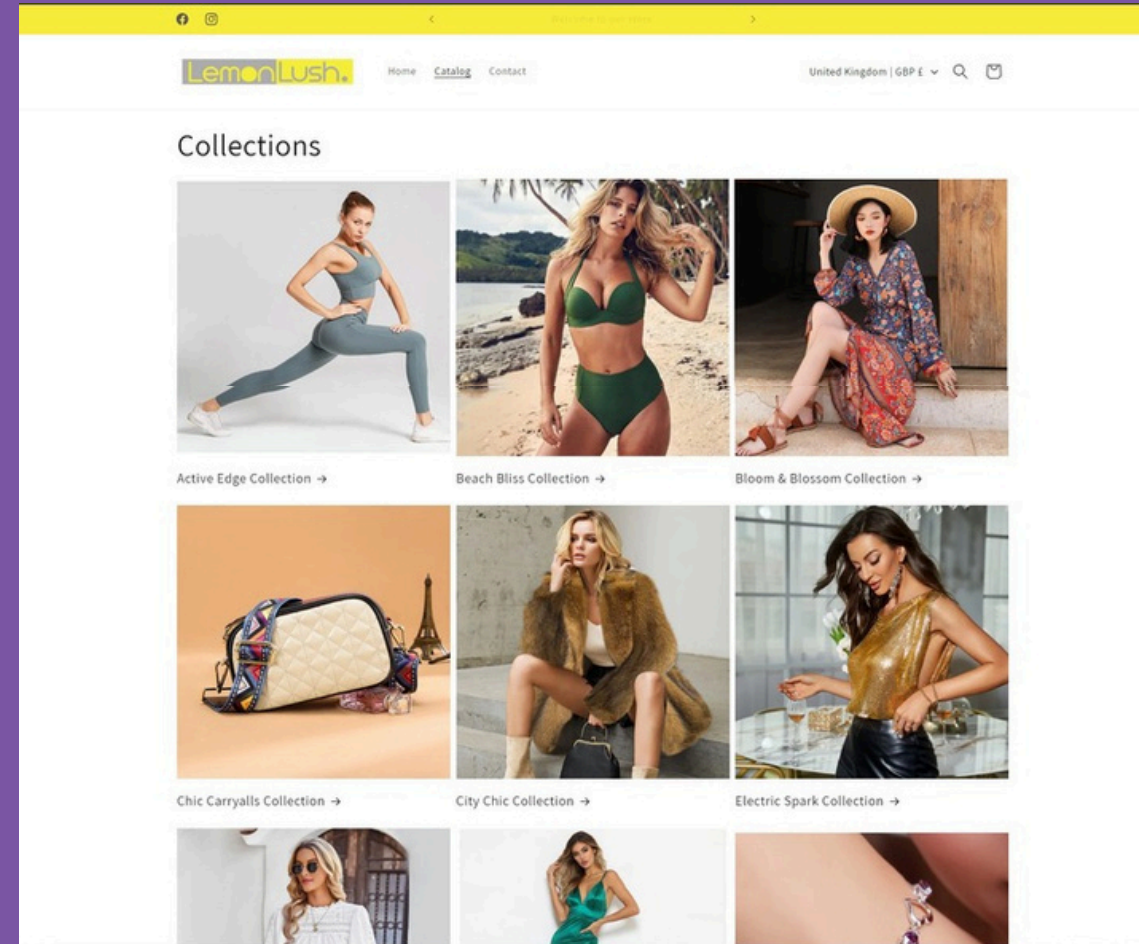
INTEGRATED PROJECTS

# Lemon Lush

Brand

➤ Website

Social media



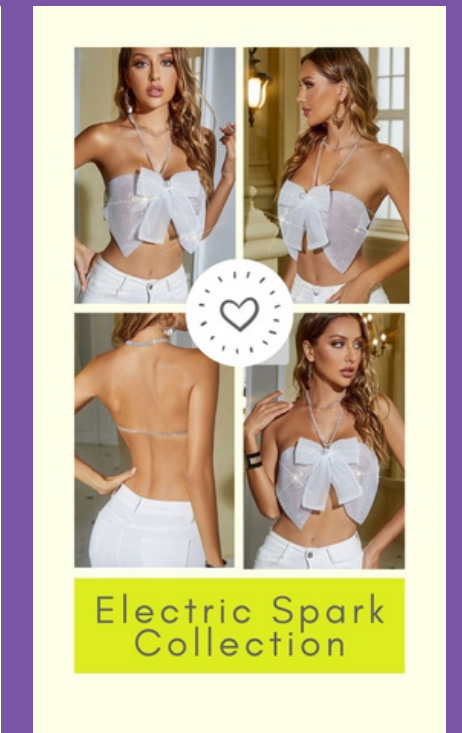
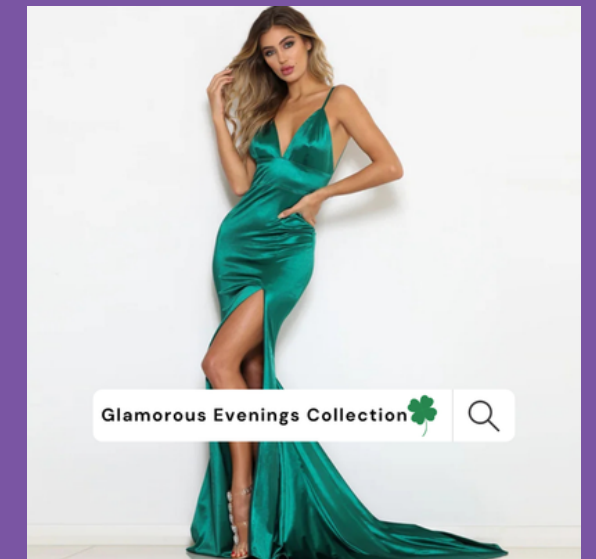
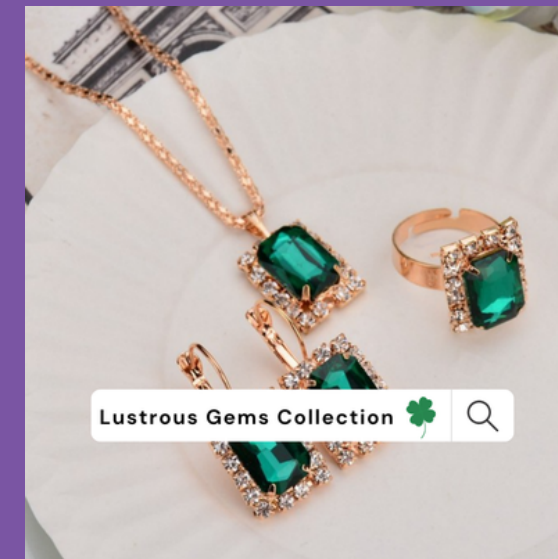
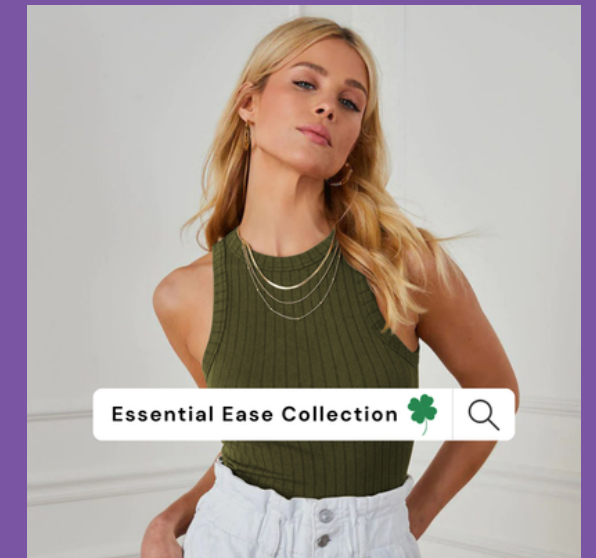
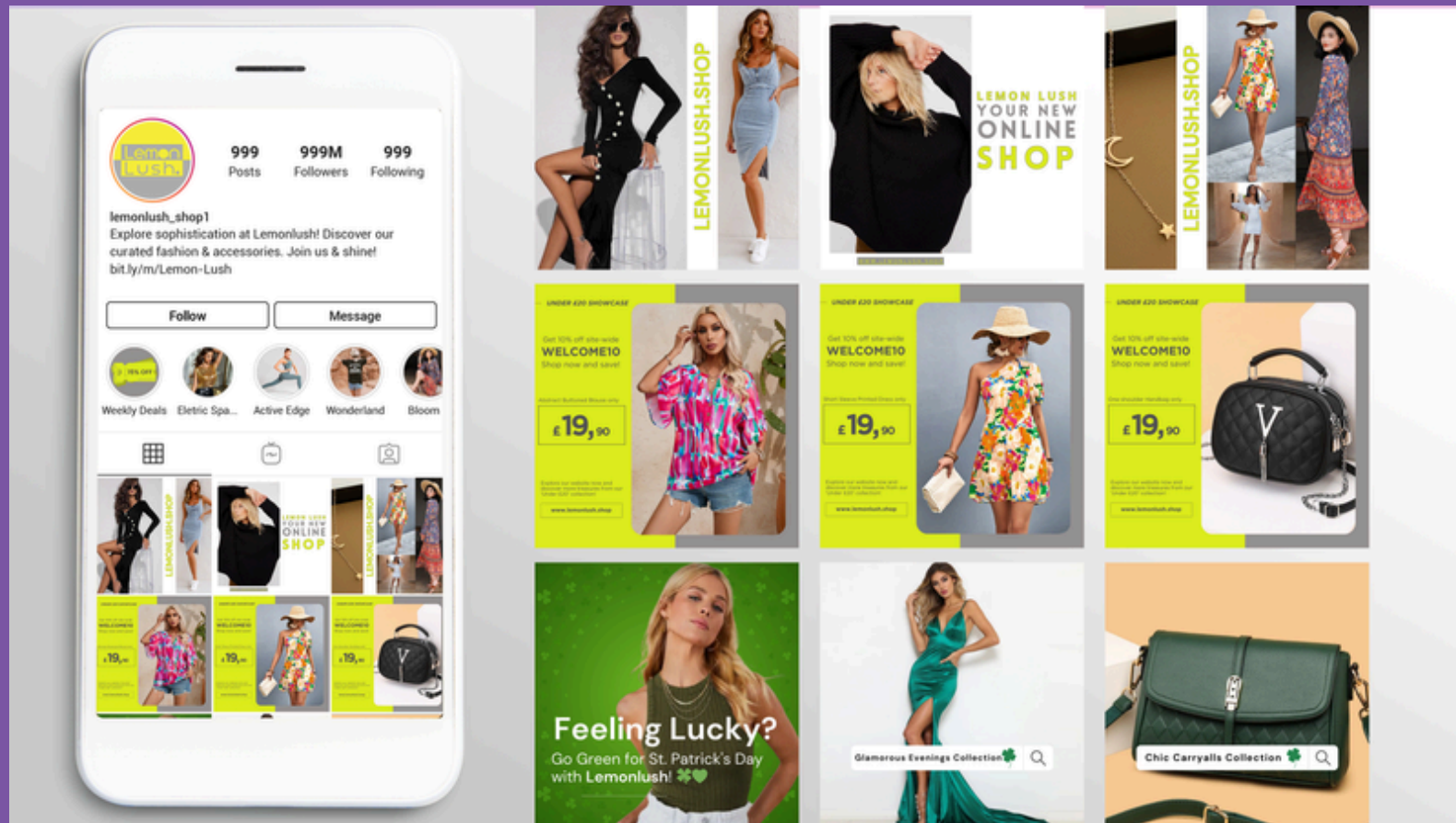
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# Lemon Lush

Brand

Website

➤ Social media



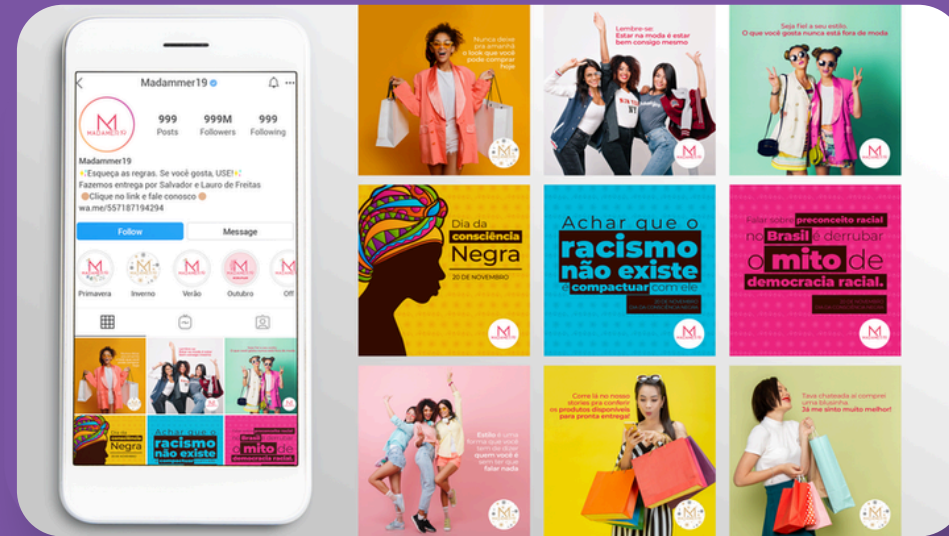
## INTEGRATED PROJECTS

# Madamer 19

For a trendy women's label with a shop in Salvador, I handled everything visual. Logo. Print pieces. Social posts and scheduling. Even the tags that hang on the clothes. The vibe is fresh, young and city-smart, and the socials keep the buzz alive.



MADAMER 19



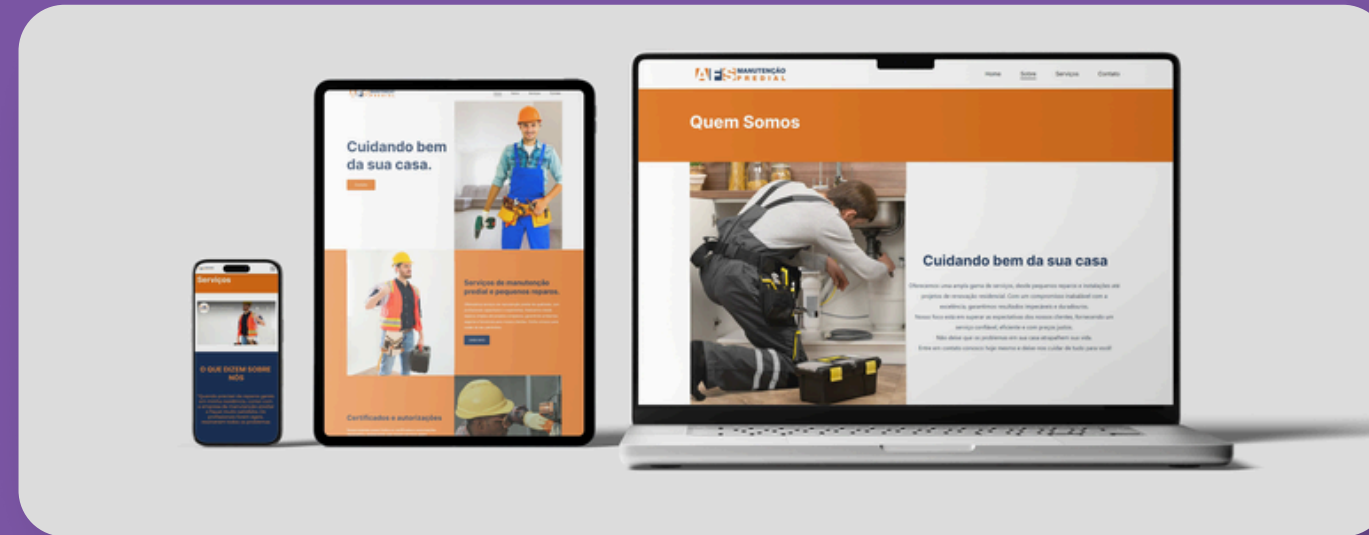
## INTEGRATED PROJECTS

# AFS Manutenção Predial

I gave a Salvador building and maintenance firm a strong new look and a clean corporate site. The visuals feel rock-solid and reliable, a great fit for an industry that runs on technical know-how and professionalism.

**AFS** MANUTENÇÃO  
PREDIAL

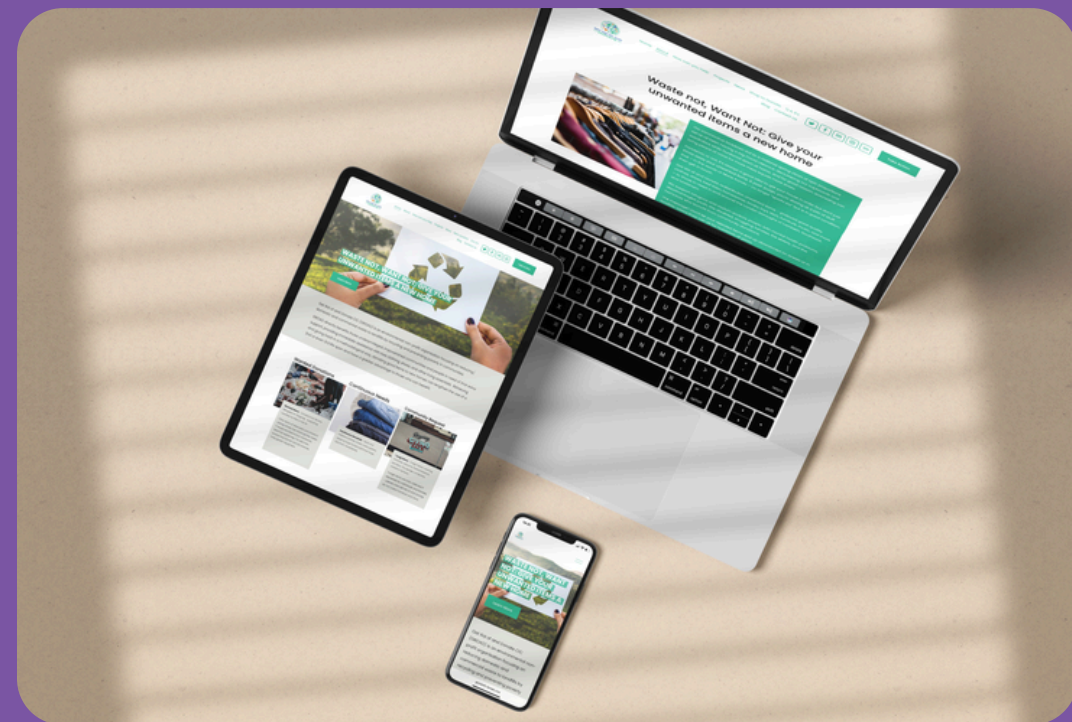
**AFS**  
MANUTENÇÃO  
PREDIAL



# INTEGRATED PROJECTS

# Get Rid of And Donate

A London charity that gathers clothes, toys and books, then passes them on to people who need them most. I built the website and friendly print flyers, keeping the tone warm, accessible and true to the cause.



**WASTE NOT, WANT NOT: GIVE YOUR UNWANTED ITEMS A NEW HOME**

Get Rid of and Donate CIC (GROAD) is an environmental non-profit organisation focusing on reducing domestic and commercial waste to landfills by recycling and preventing poverty in communities. GROAD directly benefits those underprivileged, impoverished communities and people in need of extra support, providing immediate assistance with free clothing, shoes, and other living essentials. Retrieving and giving back in a methodological way, donating good items to new homes can lengthen the use of a 2nd or even 3rd life span and have a greater advantage to those who can benefit.

**Wanted Donations** | **Continuous Needs** | **Community Request**

**Our Story**

**Contact & Donate**

**Our Environmental Mission**

**What people are saying about us**

## HOW TO GIVE BACK TO YOUR COMMUNITY DURING THE CORONAVIRUS CRISIS

5 STEPS TO SETTING UP A COMMUNITY MARKET STALL

- 1 Have a clear aim** - Think your community to clear out everything - be it books, clothes, toys, shoes, household goods and educational materials - items no longer wanted that valuable people might need.
- 2 Time to organise** - Choose your date, time and location (government school hall, garage or community hall). These points and items can be kept with you or sent to a central point. Please note: Don't forget to wear masks and social distancing guidelines.
- 3 Keep it legal!** - Organise a table top of your own or use a table top of your own. You can also use a table top of your own. You can also use a table top of your own.
- 4 Spread the word** - Use social media to spread the word about your stall. You can also use a table top of your own.
- 5 Thank you** - We are extremely grateful to have your help and support and you should be proud of the amazing work you have done to support your community and make a difference.

**OUR STORY SPACE**

Get Rid of and Donate Community Market (GROAD-CM) is a local, grassroots voluntary project based in South London. The first four weekly events and a regular organisation was launched in 2017. Our mission is to break the cycle of poverty through reducing harm to the environment, by encouraging the community to get rid of items they no longer use or need.

**LOCKDOWN HAS WIDENED LONDON'S ECONOMIC INEQUALITIES**

Lockdown has widened London's economic inequalities. The most vulnerable people in our society are those who are most affected by the pandemic - because their income has fallen, or been lost due to job loss. While general living costs have risen - and would rise even more if we had a second wave of the virus - the most vulnerable people in our society are those who are most affected by the pandemic.

**CONTACT US: 07944 102 112**

## DONATE TODAY

**WHAT GET RID OF AND DONATE IS DOING TO HELP ROUGH SLEEPERS**

**INTRODUCING THE ROUGH SLEEPER PROJECT**

The plight of people who have no shelter has been heightened during the coronavirus crisis but many passersby still struggle to know what to do - which is where Get Rid of and Donate's Rough Sleeper project comes in. We distribute donations, from the community, of thick coats, jumpers, clean underwear, shoes, scarves, sleeping bags, blankets, duvets and toiletries to help support those who have found themselves sleeping rough on our streets.

**CASE STUDY: RUNNING WITH A MISSION**

Get Rid of and Donate is a not-for-profit organisation founded in 2009 that encourages people to donate unwanted items to help those in need. Our mission is to reduce the amount of waste sent to landfill and to help those in need. We are currently running a Rough Sleeper Project which aims to help those who are sleeping rough on our streets.

**CONTACT US: 07944 102 112**

## DONATE YOUR UNWANTED BIKES

**Get people on their bikes!**

Get rid of and Donate accepts donations of second hand bikes. We'll fix them up and donate them to people in need, refugees, the homeless and families in need in London. Our city is bursting with opportunities - but it's also expensive to reach them. A bike can help those in need access food banks, education, healthcare and social care, as well as meeting and making cycle buddies.

**Whether you've got an old bike that's been sitting in your shed gathering dust or you just need a new one to get to work, we're here to help you donate your unwanted bike.**

**CONTACT US: 07944 102 112**

## 5 STEPS TO SETTING UP A COMMUNITY MARKET STALL

- 1 Have a clear aim** - Think your community to clear out everything - be it books, clothes, toys, shoes, household goods and educational materials - items no longer wanted that valuable people might need.
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**CONTACT US: 07944 102 112**

## MAKE A DONATION

Donating goods to our rough sleeper project is one way you can help the homeless.

- 1** Choose your donation and wear your mask.
- 2** Gather items and your unwanted clothes or shoes, but don't forget to bring your own bag.
- 3** You can also get creative with your donations by putting together a basket of toys and blankets.
- 4** Contact us - We'll collect your donations and get them to London's rough sleepers.
- 5** Volunteer your time to sort through and pack the gifts sent to Get Rid of and Donate.

**CONTACT US: 07944 102 112**

## BIKES CHANGE LIVES

**Our mission**

Thousands of bikes are thrown away every year or lie locked to lamp posts and unused in sheds and garages across the capital, while people in poverty have no access to transport of any kind. Your bike donation can open up work opportunities and help keep children in school by cutting journey times - while shaping a healthy lifestyle and reducing local air pollution and congestion. Donating a bike could be one of the best decisions you ever make.

**FREQUENTLY ASKED QUESTIONS**

**What bikes do you take?** - We take larger stocks of unwanted and abandoned bikes. All we ask is that they are safe and legal to ride. We can't take bikes that are beyond repair.

**How do I book a bike collection?** - If you're able to donate a bike or items, please get in touch using the contact details below.

**Use or work in a place with lots of abandoned bikes?** - We want to hear from anyone who has

**CONTACT US: 07944 102 112**

## HOW TO GIVE BACK TO YOUR COMMUNITY DURING THE CORONAVIRUS CRISIS

**COMMUNITY**

5 STEPS TO SETTING UP A COMMUNITY MARKET STALL

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# Contact

[contact@cleidbraga.com.br](mailto:contact@cleidbraga.com.br)

+44 7476 462542

SITE / PORTFOLIO

[www.cleidbraga.com.br](http://www.cleidbraga.com.br)

INSTAGRAM

[@soucleid](https://www.instagram.com/soucleid)



By Cleid Braga 2026