

JULIA SALES

Dublin - Ireland | Irish Citizenship

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SUMMARY

Bilingual professional (English & Portuguese) with a **Master's in Marketing**, **BSc in Graphic Design** (scholarship recipient), a **Diploma in AI for Business at UCD**, and a **Diploma in UX Design at Dundalk Institute of Technology**. I have 16 years of experience in global companies in graphic design, marketing, and innovation. With five years of remote work, I excel in collaboration and adapting to international markets. I have led promotional strategies and digital marketing innovations that boost market presence. A proactive problem solver and strategic thinker, I thrive in fast-paced environments. Seeking to leverage my expertise to expand my international impact.

Areas of Expertise: Graphic Design | UX / UI | Art Direction | Visual Identity | Web | Print | Illustration | Marketing | Videography | Social Media

Career Highlights

- Delivered digital assets for **Microsoft** AI, security, and hardware launches, creating SharePoint sites, presentations, email campaigns, and branded communications for B2B and C-level audiences.
- Created successful Key Visuals and integrated digital campaigns for **Betfair International (Flutter Entertainment)** across websites, CRM, social media, email, and mobile apps.
- Developed digital training materials at **MSD Biotech Dublin**, improving employee onboarding and procedure adoption, earning 7 Recognition Awards.
- Supported the growth of **A Fórmula** from 32 to 70 franchise pharmacies through marketing standards, CRM strategies, and brand consistency initiatives.

EDUCATION

- **Certificate in User Experience (UX) Design | Dundalk Institute of Technology | Dublin, Ireland (Sep 2025 – May 2026)**
 - **Modules:** Digital Visual Communication, User Experience (UX) Web Concepts and Fundamentals, Front-End Development.
- **Professional Diploma in AI for Business | University College Dublin | Dublin, Ireland (May 2023 – Sep 2023)**
 - **Modules:** AI Introduction, Digital Transformation, Process Automation, Cognitive Insight & Engagement, Industry Trends, Strategy & Implementation, People-Process-Technology Balance, Societal & Legal Impacts, AI Ethics, Future Workforce.
 - **Dissertation:** "An Appraisal of The Opportunities, Challenges, And Implications of Implementing AI In Betfair International".
- **Honours Master's in Marketing (Scholarship) | Jorge Amado University | Salvador, Brazil (Jul 2014 – Nov 2015)**
 - **Modules:** E-business, Digital Marketing Strategy, Online Advertising, Inbound Marketing, Marketing Analytics, Research Methods, Competitive Strategy, Market Intelligence, Consumer Behavior, Trend Research, Design Thinking, CRM.
 - **Dissertation:** "InTheBag Store' Strategic Marketing Planning".
- **Honours Bachelor's Degree in Graphic Design (Scholarship) | Jorge Amado University | Salvador, Brazil (Jan 2011- Dez 2013)**
 - **Modules:** Graphic Design, Visual Research, Professional Practice, Design Methods, Image & Meaning, Animation, Corporate & Brand Identity, Industry Placement, Narratives, Collaboration.
 - **Dissertation:** "Accessible Signalling for Clinical Analysis Laboratory".

EXPERIENCE

Senior Web / Creative Designer | Microsoft Contractor FTC | (Digiio assigned to Microsoft) Dublin, Ireland | Nov 2025 – Jul 2026

- Produced high-impact launch materials for Microsoft AI, security, and hardware solutions, including Microsoft 365 Copilot, Agentic AI, Frontier, and Microsoft Security, translating complex technologies into engaging communications for enterprise customers, partners, and C-level decision-makers, and design templates aligned with Microsoft brand guidelines.
- Designed and developed responsive web pages, websites, email templates, and digital solutions using HTML, CSS, JavaScript, Microsoft SharePoint, WordPress (Divi5) and Wix platforms.
- Translated complex information into clear, user-centred visual experiences and UI designs using Figma.
- Collaborated with cross-functional stakeholders to deliver creative solutions for internal communications and marketing.
- **Successful Projects & Achievements**
- Delivered Microsoft digital communications assets while supporting the launch of Microsoft AI, security, and hardware solutions such as Microsoft 365 Copilot, Agentic AI, Frontier, and Microsoft Security for B2B audiences, partners, and C-level executives.
- Designed and developed the Total Ninja Ireland website, improving usability while maintaining brand consistency.
- Designed branded LinkedIn marketing assets for Acorn Regulatory, supporting B2B marketing and corporate communications.

Digital Designer | [Betfair International](#), Dublin, Ireland | Jan 2022 – Feb 2025

- Added to strategic direction about how to best communicate the Betfair brand to customers.
- Collaborated with commercial and marketing teams to ensure that all designs align with the brand guidelines.
- Developed artwork and digital assets for diverse digital channels, utilising creative briefs and our brand guidelines.
- Interpreted company brand and how best to deliver it through creative digital design.
- Built and developed templates for self-service and automation platforms.
- **Successful Projects & Achievements**
- Created a manga-inspired illustration to maintain an influencer partnership while ensuring legal compliance and brand recognition.
- Painted a Canva for Rivaldo (Brazilian soccer player and Betfair partner) 50th anniversary.
- Completed an AI professional course at UCD and presented suggestions for implementation at Betfair in the creative sector.

Content Creator & Designer | [MSD Biotech](#), Dublin, Ireland | Jul 2019 – Dec 2021

- Developed engaging video training content for equipment, associated processes, work instructions and procedural maintenance.
- Ensured compliance across procedures, machine operations and data visualization throughout the factory.
- Developed site artwork and various other communications media.
- Created posters, communication themes and video content following the company brand guidelines.
- Collaborated with engineering teams
- **Successful Projects & Achievements**
- Received awards for recognition of excellence on 7 separate occasions.
- Increased the learning curve of new employees and the adhesion of new procedures.
- Received two glowing commendations for excellence in the workplace.

Customer Service Representative | [With Taste Buffet](#), [The Silver Spoon Café](#), [the Natural Bakery](#), Dublin, Ireland | Sep 2018 - Jun 2019

- Linguistic development, cultural immersion and life experiences
- **Successful Projects & Achievements**
- Successful installation and development within customer facing, English speaking environments.
- Team collaboration, customer service, crisis management and critical thinking, in fast-paced, international environments.

Preparation and Relocation to Ireland | Nov 2017 - Sep 2018

Marketing Specialist / Graphic Designer | [A Formula Franchisor](#), Salvador, Brazil | Apr 2013 – Nov 2017

- Led the standardisation of institutional graphic materials and actively engaged in developing national campaigns.
- Created extensive layouts for technical informative and procedures manuals (B2B).
- Supervision and management of social media platforms (B2C).
- Provided integral support in the projects of the inauguration of franchises.
- Sourced competitive and budget-aligned quotations from suppliers and forged strong relationships.
- Leveraged exceptional agility in the use of the Network CRM management (Safari 365) systems.
- **Successful Projects & Achievements**
- Secured a marked increase from 32 chain pharmacies to 70 unities through Brazil.
- Awards: Best franchises of Brazil (2016), Top 25 of Brazilian Franchising (2017/2018) and Excellency Prize (2016, 2017, 2018).

Graphic Designer Trainee | [Teles Etiquetas Ltda.](#), Salvador, Brazil | July 2011 – April 2013

- Created, processed electronic editing, and treated imagery including vectors and bitmaps.
- Created and produced labels aligned with brand guidelines.
- Conducted Zebra Printer Operation.
- **Successful Projects & Achievements**
- Forged lasting client relationships through proactive communication and efficient service.

GENERAL SKILLS

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- **Languages:** English (Full Professional Proficiency) | Portuguese (Native) | Spanish (Intermediate) | French (Intermediate)
 - **Tools & Technologies:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Canva, CRM, Artlist, Midjourney

PUBLICATIONS & SCIENTIFIC EVENTS

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- Illustrated and designed the published children's book [Beaver Moon](#) (Amazon), delivering editorial design, book layout, and print production in collaboration with an Irish author.
 - Published research in Blucher Proceedings (11th P&D Design, 2014): [Accessible Signalling for a Clinical Analysis Laboratory](#) (PT-BR)