



Carol Massá

Understand. Create. Communicate.

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"Design is a living organism, a designer lives to and for design. I believe creative thinkers can bridge the gap between communication and design empowering business strategy and the culture of innovation."

Education

Savannah College of Art and Design (SCAD) Savannah, GA

M.F.A **Design Management** Candidate

Expected Graduation: Winter 2017

Instituto de Artes, Design e Marketing (IADE) Lisbon, Portugal

Post-Graduation **Communication and Image**

July 2009 - July 2010

Bachelor of Arts **Design**

Sept 2006 - July 2009

Work Experience

Sparks Grove Atlanta, GA

Mkt Strategy & Service Design Intern

Jun 2016 - Aug 2016

- Tackled corporate project-based problems under the SGXU umbrella
- Developed strategy for an intranet re-design
- Managed a cross functional team (Visual and UX designers)
- Learned how to use AGILE Framework by developing Sprints using iterative loops to get to the final outcome.

Chick-fil-A Savannah, GA

Collaborative Experience (SCAD)

Creative Facilitator

March 2015 - May 2015

- Developed collaborative skills in a professional level
- Learned to explore different people skills & business strategy
- Facilitated creative workshops with Chick-Fil-A Innovation Team

Packaging Brands RJ, Brazil

Design Assistant

Oct 2012 - July 2014

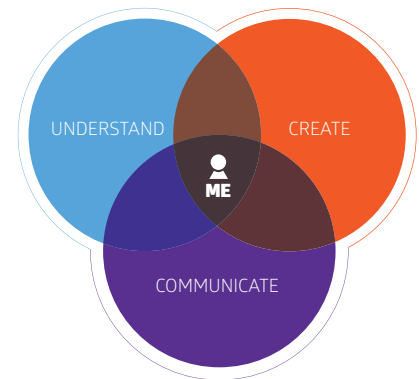
- Managed monthly campaigns for a national telecommunication company
- Developed a work process of deliverables based on the client's needs
- Enhanced client-team relationship by encouraging others to follow a workflow process

Creative and Digital Skills

- Facilitator
- Design Strategy
- Design Research
- Systems Thinker
- Problem Solver
- Creative Loop
- Collaborative Spirited

- Adobe Illustrator
- Microsoft Office
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Adobe Flash (action script 3.0)

Personal Drivers



Certifications

Escola de Tecnologias Criação e Inovação (ETIC) Lisbon, Portugal

Webdesign Proficiency Level

July 2007 - July 2008

Volunteer Work

MountainFilm on Tour Savannah, GA
(Environment)

Webdesign

Gray's Reef Sanctuary Savannah, GA
(Environment)

Public Events

Languages

- English (fluent)
- Portuguese (native)
- French (intermediate)
- Spanish (basic)