ADEILSON TOLEDO TORRES

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PROFESSIONAL SUMMARY

University Professor, Designer, and Communication Researcher with over 12 years of experience in technical and higher education. Holds a Master of Arts in Communication from UNESP (São Paulo State University) and is a current Ph.D. candidate in Communication Sciences at USP (University of São Paulo). My career focuses on the practical application of technology, multimedia, and design in education and communication projects. I have solid experience in editorial production, photography, graphic design, and front-end web development.

KEY SKILLS

- **Areas of Expertise:** Higher & Technical Education, Media Communication, Editorial Production, Graphic Design, Photography, Branding, Front-End Web Design, Marketing, and User Experience (UX).
- **Advanced Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, Audition), Corel Draw, Microsoft Office Suite (Word, Excel, PowerPoint).
- **Web Technologies:** HTML, CSS, PHP, JavaScript, and Wordpress.
- **Languages:** Portuguese (Native), English (Proficient reading, Intermediate speaking and writing).

PROFESSIONAL EXPERIENCE

Professor & Course Coordinator | ETEC - Centro Paula Souza (2012 - Present)
Carapicuíba, Sao Paulo, Brazil

- Instructed courses including Web Marketing, Website Design and Development, Digital Art, Image Creation and Editing, and Computer Applications for Multimedia.
- Served as Course Coordinator (2012 - 2015), managing curriculum development and student advising.

Professor | FATEC - College of Technology (2022 - 2026)
Carapicuíba, Sao Paulo, Brazil

- Taught in the Higher Technology Courses in Digital Games and Digital Media Design.
- Instructed courses focused on graphic interfaces, interaction design, and user experience (UX/UI).
- Advised multiple Capstone Projects (TCC), guiding students from concept development to final defense.

Art Director | D&M Comunicação (2020 - 2021)
Sao Paulo, Sao Paulo, Brazil

- Agency specializing in industrial marketing.
- Responsible for creating and developing visual identities (branding) for industrial clients.
- Managed a small team in creating advertising materials and marketing campaigns.

Founder / Entrepreneur | Quiabo Design e Edu (2016 - 2018)
Sao Paulo, Sao Paulo, Brazil

- Manages design, branding, and educational projects focused on communication and technology.

Editorial Assistant | Caboverde Design Digital (2007 - 2012)
Sao Paulo, Sao Paulo, Brazil

- Leading company in digitization and digital archive management, responsible for digitizing a large portion of scientific journals for SciELO (Latin America's largest repository).
- Managed the editorial process workflow: from layout design and image processing to final publication in digital scientific repositories, adhering to strict academic methodologies.

EDUCATION

Ph.D. in Communication Sciences (In Progress) University of São Paulo (USP), São Paulo, Brazil (2024 - Present)

Master of Arts in Communication São Paulo State University (UNESP), São Paulo, Brazil (2016 - 2019)

- *Thesis Title:* "Influencers in the networked society: An analysis of the Roda Viva 30th anniversary special program".

MBA in Marketing Nove de Julho University (UNINOVE), São Paulo, Brazil (Graduated 2015)

Post-Graduate Certificate in Teacher Training (Licentiate) Paula Souza State Center for Technological Education (CEETEPS), São Paulo, Brazil (Graduated 2014)

Bachelor of Social Communication - Editorial Production Anhembi Morumbi University, São Paulo, Brazil (Graduated 2012)

Associate Degree (Technologist) in Photography Anhembi Morumbi University, São Paulo, Brazil (Graduated 2011)

CERTIFICATIONS / COMPLEMENTARY EDUCATION:

Duolingo English Test - Score 95 (Intermediate: CEFR B1) (Dec 2024)
Introduction to Digital Photography (27h) | Fundação Bradesco (Jun 2017)
Written Communication (91h) | Fundação Bradesco (Jul 2017)
Seminar: Expanded Documentary / A dive into film-essay, docweb, immersive documentary and other transmedia modalities | Faculdade Cásper Líbero (Oct 2016)
I Seminar on Digital Culture and Distance Education (8h) | Centro Paula Souza (Aug 2016)
Web Programming Update - Basic PHP (40h) | Centro Paula Souza (Jun 2016)
Bootstrap 3 Framework Training (40h) | Centro Paula Souza (May 2016)
Advanced HTML5 and CSS3 (40h) | DRC Treinamentos (Jun 2013)
JavaScript and JQuery (40h) | DRC Treinamentos (May 2013)
Programming Logic (20h) | DRC Treinamentos (May 2013)