

HENRIQUE ASSIS

MULTIMEDIA DESIGNER

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PROFILE

Creative and detail-oriented Multimedia Designer specializing in visually compelling content across digital and print, and interactive media. Skilled in graphic design, motion graphics, and video editing, I bring ideas to life through engaging visuals that enhance brand identity. Proficient in Adobe Creative Suite, I combine creativity with technical expertise to deliver high-quality, audience-focused experiences.

SKILLS

- Typography & Color Theory;
- Creative Direction for Campaigns;
- Collaboration with Marketing Teams;
- Motion Graphics & Animation;
- Ad Design for Social Media;
- Video Editing;
- Storytelling & Visual Communication;
- Branding & Identity.

EDUCATION

- **2024**
FOUNDATIONS OF USER EXPERIENCE (UX)
GOOGLE | COURSERA.ORG
- **2015 - 2017**
MA IN ART, DESIGN AND NEW MEDIA ART HISTORIES
OCAD UNIVERSITY | TORONTO, CANADA
- **2008 - 2012**
BA IN ADVERTISING
UNIVERSIDADE CATÓLICA DE BRASÍLIA |
BRASÍLIA, BRAZIL

LANGUAGES

English

Portuguese

Spanish

French

EXPERIENCE

- **2025 - 2026**
CLT SOLUTIONS | MONTREAL, CANADA
 - Wrote and edited scripts for company videos from source materials
 - Refined visual identity elements to strengthen brand consistency
 - Edited weekly videos, with some reaching over 7,000 views in a single day
- **2025**
AIDS COMMITTEE OF TORONTO | TORONTO, CANADA
 - Developed a harm reduction campaign for ACT using bold illustration and affirming messaging, focused on PnP culture and promoting safer partying, sexual wellness, and mental health awareness
 - Designed three illustrated posters and condom and lubricant packaging, along with supporting print materials
- **2025**
UNDERKNOWN | TORONTO, CANADA
 - Assisted in documentary editing for What If (Underknown), handling footage cuts, restructuring, visual polish, and SFX/VFX
 - Gained hands-on experience with large-scale post-production workflows and content organization
- **2024**
AIDS COMMITTEE OF TORONTO | TORONTO, CANADA
 - Led a high-impact STI prevention campaign for Toronto Pride
 - Created the campaign's visual identity, logo, branding, and social media assets
 - Designed condom and lubricant packaging and supporting print and digital materials
- **2023 - 2025**
TORONTO CIRCUS CENTRE | TORONTO, CANADA
 - Produced digital visuals for campaigns and email marketing
 - Shot and edited live performance photo and video content to increase audience engagement
- **2022-2023**
LIQUID MARKETPLACE | TORONTO, CANADA
 - Designed compelling graphics and video content to drive user engagement and attract customers to the company's platform.
 - Partnered with UX designers to create visually appealing website assets that enhanced user experience and navigation
- **2021**
OCCUPATIONAL HEALTH CLINICS FOR ONTARIO WORKERS | TORONTO, CANADA
 - Edited multilingual safety videos in English, Spanish, Thai, and French to promote workplace COVID-19 protocols and awareness
- **2021**
AIDS COMMITTEE OF TORONTO | TORONTO, CANADA
 - Created key visual illustrations for the Living and Thriving with HIV campaign, used across social media and print in LGBTQ+ bars
- **2014 - 2016**
WOORI EDUCATION | TORONTO, CANADA
 - Revamped Woori Education's digital presence, designing an engaging website and optimizing social media branding