

Marco Antonio F. Ferreira (MAFF)

DIGITAL DESIGNER & AI STRATEGIST

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SUMMARY

I serve as a fractional Digital Designer and AI Strategist for brands that want to cut through the noise. I blend expertise in web, graphic, and motion design with practical AI tools to create digital experiences that don't just look good—they actually move the needle on growth and ROI. Whether it's building immersive websites, crafting scroll-stopping motion assets, or using AI to scale personalized campaigns without losing soul, I help brands deliver consistent, high-converting touchpoints across every channel.

CORE EXPERTISE

Digital & Brand Design

UI/UX Design, Web Design, Landing Page Optimization, Brand Identity, Typography.

Motion & Video

Motion Graphics, Video Editing, Scroll-Stopping Ad Creative, Narrative Sequencing.

AI & Strategy

Generative AI Workflows, Prompt Engineering, Conversion Rate Optimization (CRO), Rapid Prototyping.

EXPERIENCE

Digital Designer & AI Strategist | **MAFF - Visualizing Futures** Jun 2022 - Present

- Act as a fractional creative partner and outsourced digital designer for international businesses, engineering visually stunning and strategically effective brand experiences.
- Design and deploy high-converting landing pages, compelling motion assets, and cohesive visual identities tailored for growth-focused marketing campaigns.
- Integrate advanced AI workflows (generative visuals, rapid wireframing) to scale personalized campaigns, reducing creative turnaround times while maintaining premium agency-level quality.

Junior Architect | **Multiconstru - Empreendimentos LTDA** Oct 2021 - Jun 2022

- Developed advanced 3D models, viability studies, and mass studies for complex multi-family developments, honing a strict discipline for spatial awareness and structural logic.
- Managed project workflows and elaborated technical documentation, translating complex structural requirements into precise, easily digestible visual blueprints.

Architecture & Interior Design Intern | **Architecture Office Flávia Tavares** May 2021 - Aug 2021

- Produced high-fidelity 3D renderings and post-production visualizations, mastering lighting, composition, and visual storytelling to sell concepts to high-end clients.

EDUCATION

Bachelor of Architecture and Urbanism (BArch)
Centro Universitário UNA

Apr 2017 - Dec 2021