

# MAYA UPAYA, Senior Brand Designer

Brazil, +5561994088614, upayamaya@gmail.com

---

## LINKS

[Web3 Portfolio](#), [LinkedIn](#), [Behance](#)

---

## PROFILE

I have dedicated my life to design for longer than I would like to admit (**19 years!**), and half of that time has been **remote**, connecting **globally** with teams in more than **20 countries** and helping a wide range of projects (**that I genuinely believe in**) scale and communicate **simply and emotionally** to real people. Over the last two years, my focus has been **Web3/Crypto**, helping people bring these ideas into their daily lives through **beautiful design** and **strong strategy**. I'm ready to transition from my studio into a company where I can **grow long-term, bring real value**, and help build something strong with the **right team**.

---

## CORE STRENGTHS

|                                       |                                            |
|---------------------------------------|--------------------------------------------|
| designing full visual identity        | ensuring brand consistency across channels |
| making marketing materials that sells | creating systems and templates             |
| creating astonishing campaign visuals | choosing the right typography              |
| telling strong stories that connect   | choosing strategic color palettes          |

---

## TOOLS

Adobe - Photoshop, Illustrator, InDesign

Figma

Gemini, ChatGPT, Runway, NotionAI, Claude

---

## EXPERIENCE

Feb 2015 — Present

Founder and Lead Designer, UPAYA DESIGN (my independent studio, with a current focus on Web3 brand and marketing projects)

- Own brand identity work for startups, fintechs, and growing companies from **more than 20 countries**
- Turn inconsistent visuals into a **clear identity that people can recognize and trust**.
- Build **positioning-ready brand systems** that help clients present more professionally and charge more for their services.
- Deliver **campaign visuals and brand assets** across **Web3**, health, tech, and education.
- Create **templates and simple systems** that keep communication consistent across channels.
- Translate **complex ideas into visuals that are easy to understand** and easy to share.
- Produce event and **promotional materials** when needed, including **print pieces and swag items**.

*Now focusing on selected projects while moving into a long-term full-time role.*

Aug 2025 — Nov 2025

Senior Brand and Graphic Designer, IBC GROUP (Web3 incubator and consulting group for blockchain and crypto ventures)

- Oversee creative output across brands, keeping visual consistency from draft to final files.
- Lead **rebrand work** and presentation design, including AI-assisted mascot and identity systems (**developed GPT Agents for mascot generation**)
- Established a daily WhatsApp demand update that gave managers **visibility into workloads**, helped **prioritize** requests, and **reduced interruptions** for designers.
- Introduce and sell visual identity packages that were not offered before.
- **Stabilize a key client relationship by proposing a clearer direction when the client was close to leaving, and helping keep them.**
- Streamline the workflow so the team could **deliver faster**.

Jul 2025 — Sept 2025

Senior Creative Designer, JAYA TALENT (Web3 and crypto recruitment agency)

- Fixed inconsistent brand use so the visuals looked professional again.
- Built a simple identity plus editable templates for LinkedIn, Telegram, and Instagram, with AI-generated illustrations when needed.

*Two-month contract. Transitioned to IBC Group full-time after a referral from Jaya Talent.*

Oct 2022 — Aug 2024

Branding and Creative Director, ORIGEM ELECTRIC  
MOTORCYCLES

- Shifted the brand to clearer, more mainstream communication across digital and print.
- Built a **content system with templates**, an icon library, and layout components, and used it across campaigns.
- Created performance and growth assets, including Google Ads creatives, and helped **grow Instagram by 180%+**.
- Designed **event and promo materials** (booth graphics, merch, swag) and fundraising materials (investor decks, one-pagers, fact sheets, brand story docs).

Dec 2015 — Dec 2018

Lead Campaign Designer and Creative Director, UNAIDS,  
LATAM (UN HIV/AIDS programme, public health campaigns  
across Latin America)

- Led full project life cycle **from initial concept to final execution**, ensuring that all creative materials were aligned
- Designed LATAM multichannel campaigns, translating sensitive public health topics into clear, **accessible visuals**.
- Developed **online and offline materials** for awareness and outreach, plus **event assets and campaign items**.
- Co-created a campaign game that reached **1M YouTube views** through influencers content.

EDUCATION

2007 — 2010

Bachelors Degree in Advertising and Publicity, CEUB, University  
Centre of Brasilia

2009

Certificate in Video Editing, OZI Audiovisual School

2025

Pre-MBA in Marketing & Performance (20h), Saint Paul | Exam

2025 — 2026

Google UX Design Professional Certificate - In progress, Google  
(Coursera)

LANGUAGES

Portuguese

Native speaker

English

C1