

LISBON | PORTUGAL

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I'm a graphic designer in my soul and training. I am quite versatile because my professional career began in a publicity agency where I developed for 2 years branding, advertising and editorial projects for Bosh, Blaupunkt and INEM. In 2003 I started working as a designer of a brand in which I was responsible for projects since the design stage until the production monitoring. This responsibility was not only at the graphic level but also events coordination, stands design, production, conception and signage, as well as digital responsibilities. I was also involved in product innovation projects. It was in this company that I also started being a team & project coordinator. In 2008 I came to Lisbon and I took over the position of coordinator of the Image Department at A Loja do Gato Preto where in addition graphic projects creation and coordination I also started to create illustrations for ceramic and textile products. In 2017, I have also been involved in digital design and animation projects for store screens.

Now, in a company reorganization, I started to be totally dedicated to product development.

. EDUCATION

I create concepts, illustrate, draw pieces and finishes, choose materials and apply them to the brand's collections.

'11 > '12 | IADE Creative University

for Business Innovation [grade 17/20]

Visual Design Graduate [grade 14/20]

'97 > '01 | IADE Creative University

'94 > '97 | High School Degree

Group 2 - **Arts** [grade 16/20]

EXPERIENCE = -

'20>Present **Gato Preto Product & Creative Designer**

- Creation of themes and concepts to annual collections:
- Development of collections in ceramics, textiles and other materials for home;
- Creation of original illustrations for product application;
- Product selection;

'03 > '08

- Study and monitoring of home decor trends;
- Support to the creative communication department.

Sinalux Leading multinational

Design Department Manager

- Project & Team management;

Senior Graphic Designer

company in photoluminescent signs

- Graphic design and production management of:

Catalogues, Product Promotion, Quarterly Newsletter, Trade fair stands and merchandising

- Graphic design and implementation team of: Site, Intranet and Internal Newsletter

- Events [organization and promotion];

'08 > 20

A Loja do Gato Preto Design Department Manager

Senior Graphic Designer and Illustrator

- Project and Team management;
- Art Direction:
- Illustrations and their application to ceramic and textile;
- Packaging and stationary design as well as campaign creation;
- Management of suppliers;
- Marketing and Communication department support;
- Animations/ videos for front and inside store;
- Newsletters in html and mailchimp;
- Site management support;
- Guidelines for e-commerce product photos



TECHNICAL TRAININGS

Executive Master | Management Design and Creativity

- '21 | Digital Marketing Principles Google [40h.]
- '21 | Initial Pedagogical Training of Trainers B-Learning - IEFP [90h.]
- '20 | Art Direction and Creativity DOMESTIKA - Flaminguettes [4h]
- '20 | Illustration Thecniques DOMESTIKA - Adolfo Serra [3h]
- '20 | Adobe Animate DOMESTIKA - Josep Bernaus [8h]
- '19 | Digital Concept and Interface for Product Design - EDIT [16h]
- '18 | Adobe After Effects FLAG [12h]
- '13 | Cinema 4D Frenetikpolis Modelling and Animation [32h]
- '11 | Illustrator CS5 Frenetikpolis [17h]
- '08 | Daily Notebook Workshop FBAL [30h]
- '08 | Design Journeys PME+Design IAPMEI [14h]
- '04 | English level III Sinalux

LANGUAGES

Portuguese

Spanish کت

- '04 | Fast Track to Dreamweaver MX Galileu [14h]
- '01 | Internet Macromedia FLAG [Dreamweaver, Fireworks, Flash] [69h]

'01 > '03

Rascunho Design Junior Graphic Designer

- Management of suppliers.

- Product Innovation

.Branding .Advertising .Packaging .Infographic .Editorial

'01 > present

Freelancer | Creative Designer

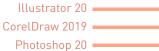
Branding .Advertising .Infographic .Editorial .Events .Digital Design











Indesign 20 After Effects 20

Animate 20

Dreamweaver 20

HTML | CSS ———

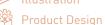
SKETCH | Invision — Principle -

> Cinema 4D AutoCAD —

Office 365 Business: Outlook | Word | Excel | Powerpoint | Publisher

DESIGN SKILLS







Branding

Advertising

Editorial

Packaging Infographic

Digital Design

Experience Design

Art Direction

PERSONAL







223 Team Leader

Versatile

Team Spirit

Analytical

Passionate about the Profession





3rd Ecobag Recicl'arte '15 | SPV Finalist Art competition finalist Galp Create'15 & '14

1st Christmas Postcard Xerox'11

3rd Stand Design Bastos&Viegas'11

Honorable Mention Painting 'Traços de Vila de Rei' '09

1st Celebration logo - 575 years Junta de Freguesia de Santa Maria Maior'08

3rd «The Best Poster» International Music and Folklore Festival of Lourinhã'91