



SUSANALOUSA

Product & Graphic Designer

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

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

'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.

'03 > '08

Sinalux Leading multinational company in photoluminescent signs
Design Department Manager
Senior Graphic Designer

- Project & Team management;
- 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
- Product Innovation
- Events [organization and promotion];
- Management of suppliers.

'01 > '03

Rascunho Design
Junior Graphic Designer

.Branding .Advertising .Packaging .Infographic .Editorial

'01 > present

Freelancer | Creative Designer

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

TOOL SKILLS

- Illustrator 20
- CorelDraw 2019
- Photoshop 20
- 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

- Illustration
- Product Design
- Surface & Pattern Design
- Branding
- Advertising
- Editorial
- Packaging
- Infographic
- Digital Design
- Experience Design
- Stands
- Art Direction

PERSONAL SKILLS

- Time Management
- Responsible
- Team Leader
- Versatile
- Team Spirit
- Creative
- Observant
- Analytical
- Fun
- Passionate about the Profession

AWARDS

- 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

EDUCATION

'11 > '12 | **IADE Creative University**

Executive Master | Management Design and Creativity for Business Innovation [grade 17/20]

'97 > '01 | **IADE Creative University**

Visual Design Graduate [grade 14/20]

'94 > '97 | **High School Degree**

Group 2 - Arts [grade 16/20]

TECHNICAL TRAININGS

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

LANGUAGES

- Portuguese
- English
- Spanish

