

## Porto, Portugal

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## Portuguese

Native

## English

Advanced

## SKILLS

Graphic Design  
UI/UX Design  
Branding & Identity  
Motion Design  
Social Media  
Video Editing

## SOFTWARE

Photoshop

Illustrator

Indesign

Premiere

After Effects

Figma

PowerPoint

Blender

Wordpress

## EXPERIENCE

### Multidisciplinary Designer

RISING - Communication Agency

February 2022 - Present

- Developed concepts for product and brand identity, websites, social media, social media ads, and email marketing.
- Conducted UX/UI debriefings, translating requirements into intuitive designs with WordPress implementation.
- Optimized social media management and created engaging content for brand positioning.
- Produced and edited multimedia content, including video ads and photography.
- Executed targeted ad campaigns on Meta that resulted in high-yield leads.
- Key Projects:
  - Design, Post-Production, and Consultancy for an RTP 2 documentary;
  - Creation and art direction for a leading national footwear company;
  - Branding development for innovative companies in Porto;
  - Branding, Art Direction, Social Media, Product Design for multiple wineries in Alentejo.

### Graphic Designer

Freelancer

Sep 2019 - Jun 2021

- Developed innovative designs to elevate and differentiate branding, marketing, and advertising initiatives. Managed client relationships to define the creative vision, scope of work, budgets, and timelines, ensuring deliverables aligned with expectations and strategic objectives.

### Graphic Designer

LINHA LIMÃO - Interior Design And Artistic Productions

2017

- Illustration and creation of mascots and branding for events of artistic production and entertainment.

## EDUCATION

### Bachelor Degree in Graphic Design

IPCA - Instituto Politécnico do Cávado e do Ave

2019 - 2021

### Certificate - Introduction to UX Design

Georgia Institute of Technology

2024