

2 Rembrand Close  
London  
E14 3UZ

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## DESIGNER PROFILE

# LOOKING FOR A DESIGNER



HIGHLY  
CREATIVE

+  
ATTITUDE

DIVERGENT  
THINKING

"We all need to go beyond the obvious and engaged with deep questions in order to find true and lasting solutions."

- Satish Kumar

Embarking on a *creative process* is often likened to a journey of discovery, a goal might be fixed, but how it is reached may be unknown at the outset.

According to Austin and Devlin, *creative problem solving takes non-sequential, non-linear approach*, and does not readily follow clearly defined steps.

It is also frequently the source of new and innovative thinking.

*Serendipity!!*

## PORT FOLIO

p. 2

FAN OF CRITICAL THINKING?

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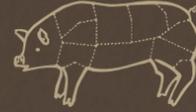
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## NIKE



1. EURO 2012
2. Hurley Instore
3. Ericeira Surf Shop
4. SportZone
5. Nike Retail Stores
6. Carcavelos Surf School



2004 - 2013  
Senior Designer  
at DI - Dá-me Ideia,  
Lisbon, Portugal

Main responsibilities: Visual Identity development, Web content manager, Sport & Fashion Markets POS Services, Retail and Wholesale Marketing.

I was responsible for the creative development and customized design and production of global campaigns for POS (points of sale), events and sponsorships of Nike and Hurley in Portugal and Spain.

My work was focused on the management of the design process all the way through the translation of global design campaigns to a local level (Portugal and Spain), helping the brand to express their values through design.



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## PIMENTA LARANJA



*Mais que  
uma refeição,  
um estilo  
de vida!*



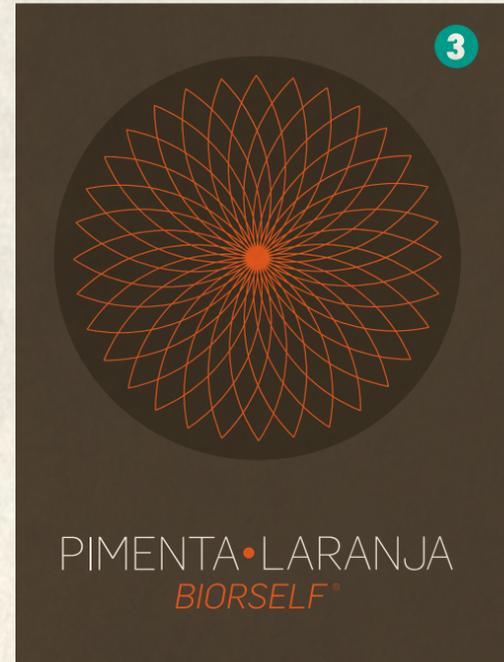
1. Instore Design
2. Brand Communication
3. Logo + Claim
4. Illustration "Oranges"

**2010 - 2012**  
Founder, Managing and  
Creative Director - Pimenta  
Laranja: Organic Meal  
Services, Lisbon, Portugal

Main responsibilities: Leading the company's communication design including website development and content management, product packaging, corporate communications and corporate identity.

As one of the managing directors of the company I was also responsible for all the tasks related to the marketing management and client's engagement to the company.

In one year Pimenta Laranja became a reference for the sustainable food businesses in Portugal and won one of the most recognized Innovation Awards in Portugal for its contribution to change unsustainable consumption patterns in the society.



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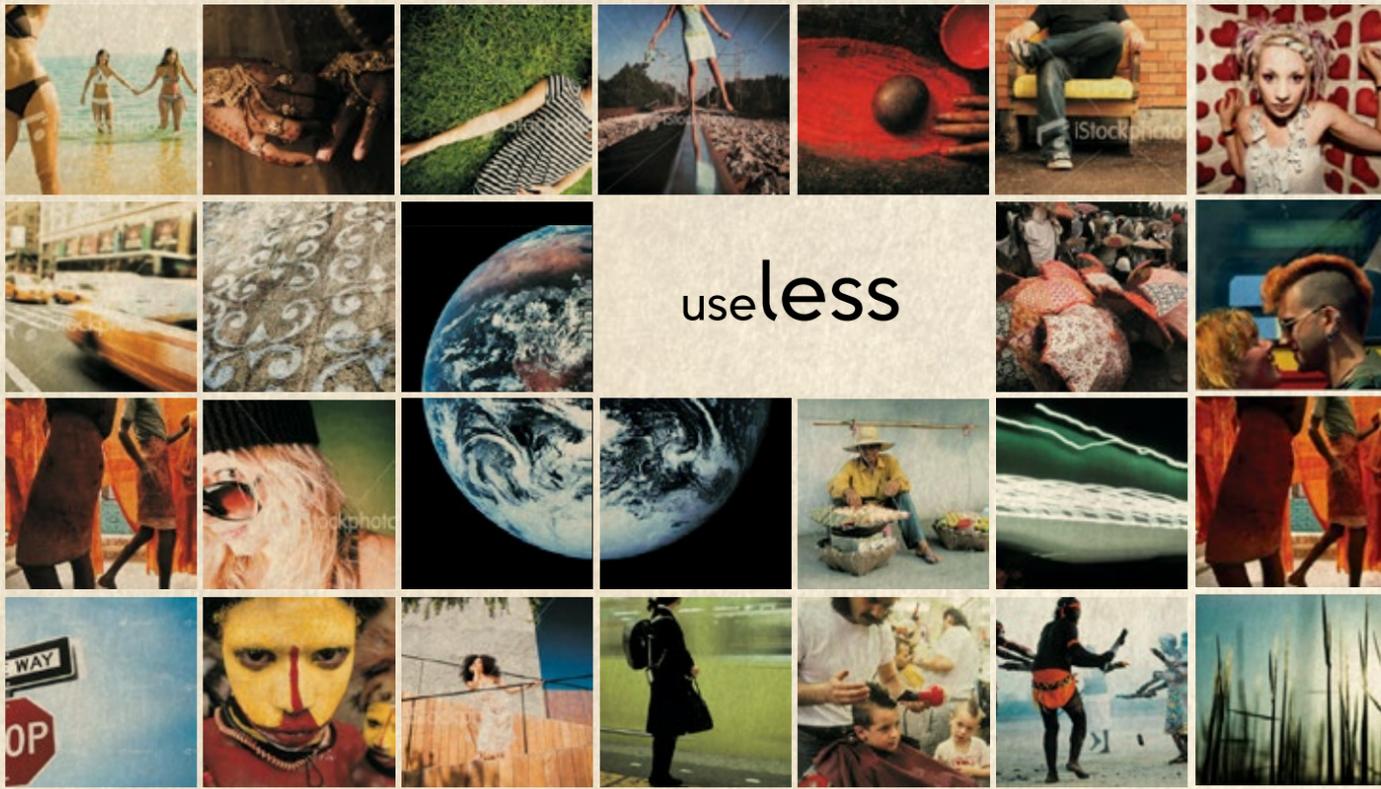
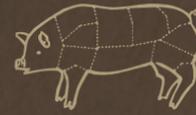
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## useLESS



**\_ SWITCHOVER**  
THE CAPABILITY TO  
MANUALLY SWITCH  
OVER ONE SYSTEM  
TO ANOTHER UPON  
THE FAILURE OF  
PREVIOUSLY ACTIVE  
SYSTEM

**\_ SWITCHOVER**  
HAPPENS WITH  
HUMAN INTERVENTION

2008-2010  
Founder, Design Consultant  
- useLESS Design, Lisbon,  
Portugal

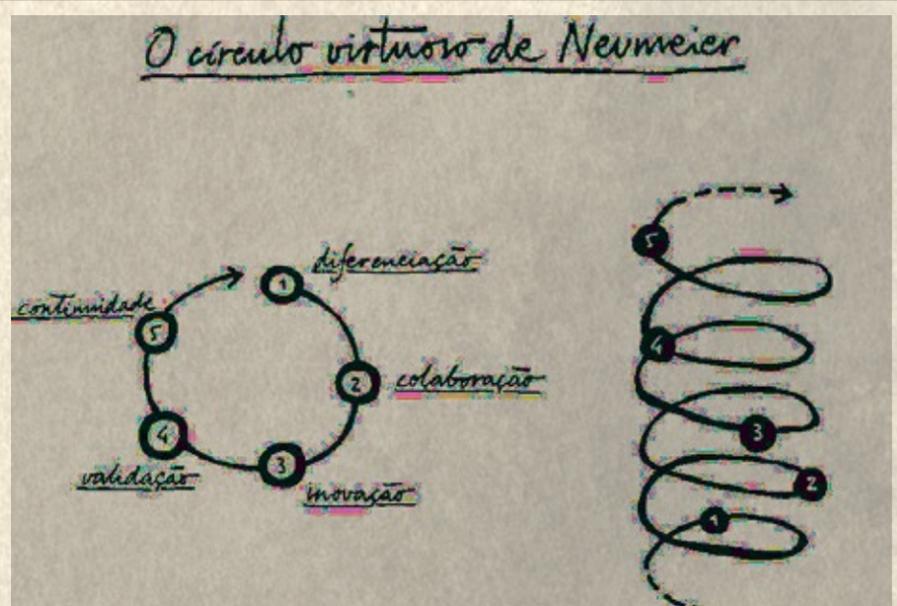
*"If you want to teach people a new way  
of thinking, don't bother trying to teach them.  
Instead, give them a tool, the use of which  
will lead to new ways of thinking."*

- Buckminster Fuller

Strategic sustainable design consultancy  
services.  
Design management in product development  
and communication.

Strategies for low impact products  
(products to services, Biomimicry, cradle to  
cradle, low impact materials).

Sustainable design communication strategies  
and brand communications development.



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## OTHER PROJECTS



**2004 - Present**  
Freelance designer - Web  
Design, Photography and  
Sustainable design.

Since 2004 I have been working with several national and international brands producing a wide range of design materials.

### Main clients:

Lightning Bolt - Campaign development for POS including the development of all the creative elements and strategy of the campaign at a national level (Portugal).

Bangguru (music band) - Development of the design strategy for the launch of the band CD, including all print materials and CD cover.

Klorane (Hair and eye care products) - Campaign development for new product launch in Portugal (Print materials, POS design).



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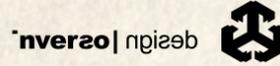
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“ If you think good design is expensive you should look at the real cost of bad design. ”



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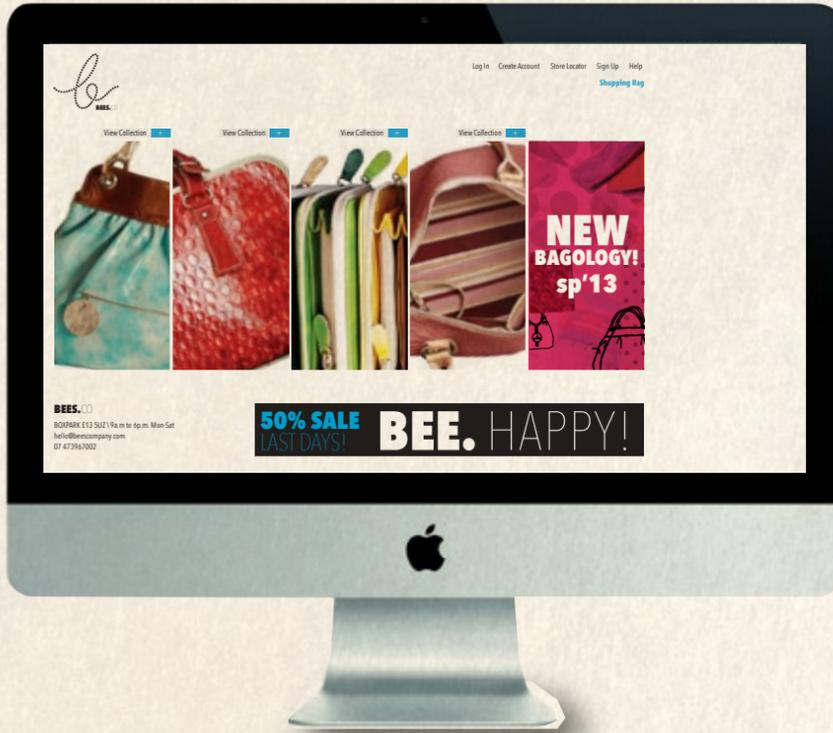
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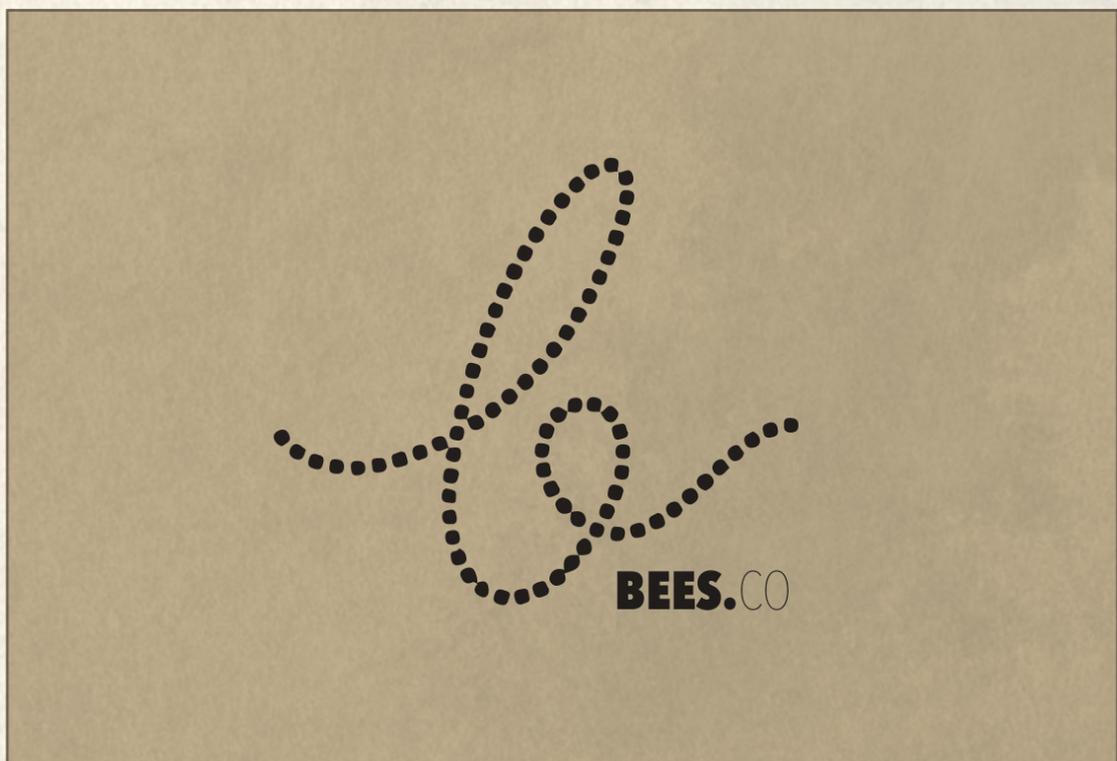
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## BEES.CO



## 2013 BEES.CO

Logo, Website,  
Business Cards



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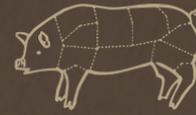
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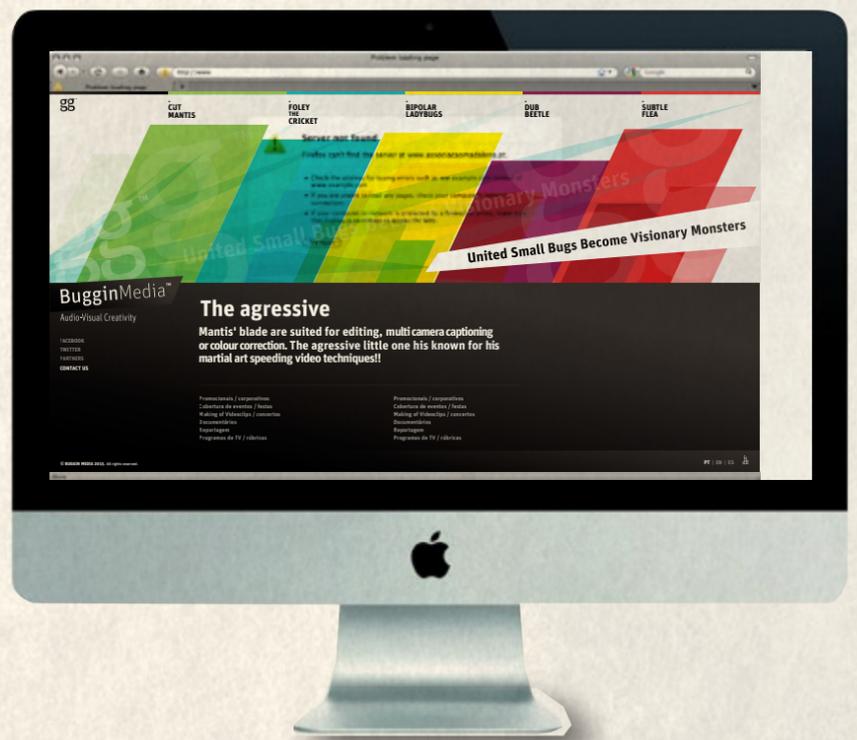
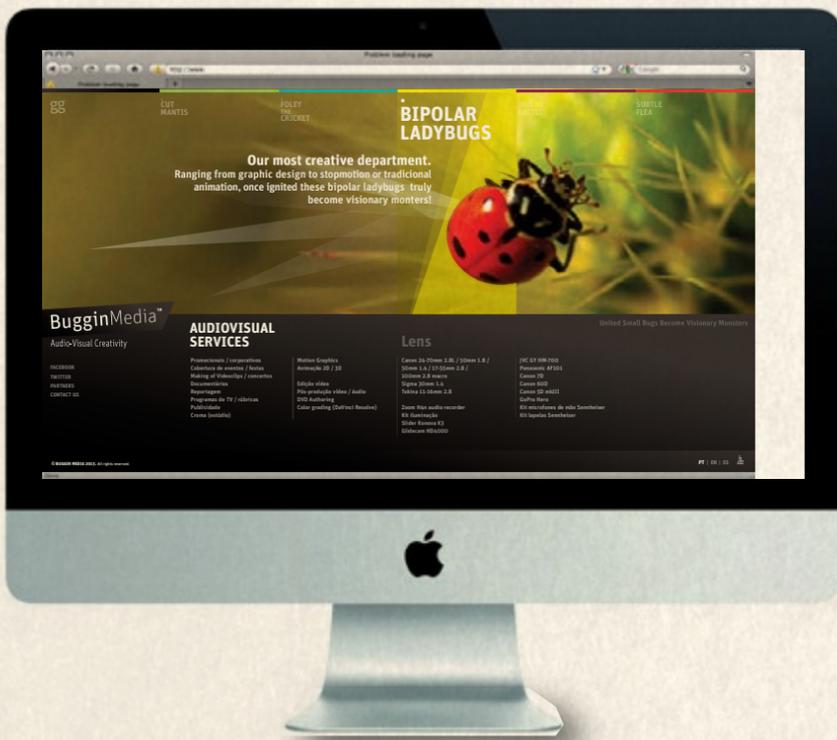
## BUGGIN MEDIA



**BugginMedia™** Audio-Visual Creativity  
United Small Bugs Become Visionary Monsters

# 2013 BUGGIN MEDIA

Branding and  
Media Strategy



## BugginMedia™

Audio-Visual Creativity  
United Small Bugs Become Visionary Monsters



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