

PROFILE | Rui Dias

Skilled Graphic Designer:

Highly Creative Positive Attitude Divergent Thinking

I started my Graphic Design path more than 15 years ago. Initially focused in the delivery of highly visual and communicative campaigns and websites for corporate clients, I find myself developing skills to work around visually appealing designs combined with innovative interfaces.

Along my professional path I have focused my work in the development of frameworks and tools to enhance the power of design as the translation of human intention.

Combining my love for aesthetics and functionality and structure I have been working to understand how design can become 'invisible' and lead people to experience their world in a transformative way.

"If you want to teach people a new way of thinking, forget about it. Instead, give them a tool, the use of which will lead to new ways of thinking." – Buckminster Fuller

Usability and experience design became my focus and part of my development process I have recently started the Information Experience Design MA at the Royal College of Arts.

I am particularly interested in the understanding of how design and management of interactive information and communication systems should look like for the connected exchange of knowledge in a social framework.

I am particularly passionate about the application of design tools for policy making and behavioral change to help solving the emerging problems of our days.

Technical Proficiency

Platforms: Mac OSX and Windows XP

Tools: Expert in Adobe Creative Suit CS6; Experience with Microsoft Office, HTML, CMS and CSS.

Design Proficiency

Brand identity

Print production

Digital design

Illustration

Packaging design

Retail and wholesale marketing

Design management

Marketing and promotional
Materials

Exhibition and display graphics

Reports and publications

Social Media

Information architecture

User-centered design

Skills

Excellent communication and
presentations skills

Experience managing and
completing projects

Strong analytical, organizational and
planning skills

Competencies in image composition
photography, typography and
printing

Creative problem-solver with
positive attitude

Thrive working collaboratively

WORK EXPERIENCE

2002 – Present

Freelance Designer

Branding, Print Production, Web Design, Design Thinking. Main clients: Kloraine (Health and Beauty), Público (Media group), Lightning Bolt (Retail surf shops), Bangguru (Music band), Buggin Media (Audiovisual Studio), Batan (Environmental Services)

2002 - 2014

DI - Dá-me Ideia

Lisbon

Design, Production and Installation

Art Director \ Designer

Main responsibilities:

Visual Identity, Web Content Manager, Sport & Fashion Markets POS Services, Collateral, Retail and Wholesale Marketing. Main clients: Nike, Hurley

2010 - 2012

Pimenta Laranja

Lisbon

100% Organic Meal Services

Founder \ Managing Director \ Art Director

- Innovation Award Winner 2012

Main responsibilities:

Leading the company's Communication strategy including Brand and Identity, Website and Content Management, Packaging Design, Print Production.

2007 - 2009

Useless Design

Lisbon

Consultant

Founder \ Design Consultant

Main responsibilities:

Design Management in Product, Development and Sustainable Design Strategies and Brand Development.

2003

Inverso Design

Stockholm

Internship

Main responsibilities:

Web Design and Programming using Photoshop, Flash and Dreamweaver.

EDUCATION

2015 - 2017 | Master Degree

MA Information Experience Design – RCA (Royal College of Arts)

Transforming information into experiences through the pathways of Sound Design, Moving Image Design and Experimental Design.

Dissertation Theme

The Public Space as catalyst for change: a systemic approach for decision making in Urban Planning.

2010 | Post-Grad

Complexity Sciences ISCTE - Lisbon University Institute, Portugal. (Grade 15/20)

Methodologies and software for computational simulation of complex systems behavior, organizational intelligence in complex systems, network theory, systems theory and information management systems.

2009 | Short Course

“Systems Thinking in Practice” Schumacher College, Plymouth University, UK
Insight into income-generating projects that are socially, environmentally and economically sustainable. Emergence-and-change technology, Spiral Dynamics and the implications for leadership and social change. Integrated approach to design (metadesign). Transition Towns models.

2008 | Entrepreneurship, Design and Engineering in Products,
IST - Instituto Superior Técnico, Portugal

2006 | BSc. in Graphic Design IADE - Institute Of Visual Arts,
Design And Marketing, Portugal. (Grade 15/20)

2006 | Photography Course Portuguese Association of Arts and Photography,
Portugal

2003 | Web and Multimedia Production Course, Sweden

2002 | Web Design Course ETIC - Image and Communication School, Portugal.
(Grade 17/20)

Digital Image, Animation, Audio\Video, Authoring, Communication and Marketing.