

MATILDE ROSA

VISUAL DESIGNER

I'm Matilde, a visual designer with seven years of experience. For me, design is not only about making stuff look great (well, that it is part of it), is about creating work that makes a connection with people, that drives change. Design is engaging audiences, it is to drive ideas to action. My goal is to merge creativity and sustainability, and work with products and/or services that take social and environmental justice into consideration.

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EDUCATION

Webdesign | ETIC
Lisbon, Portugal
2013 - 2014

Design | University of Évora
Évora, Portugal
2010 - 2013

LANGUAGES

Portuguese - Native
English - C1
German - B1

WORKSHOPS AND CONFERENCES

Design Matters'19
Berlin Design Week'19
OSCE Days Berlin'19
IxDA: Leadership in Design
Circular Design Forum - Berlin
IxDA Berlin: Children's Rights and Ethics
Design Glug Berlin: Ethics in Design
Digital Collage Workshop
LOST - 48 HOURS ARTFESTIVAL

CREATIVE FIELDS

Ideation, Brand Identity, Implementation, Guidelines, Digital, Websites, User Interfaces, Prototyping, Illustration, Animation, Editorial, Print

FIELDS OF INTEREST

Sustainable Design, Interaction Design, UX Design and Design Thinking

SOFTWARE SKILLS

Photoshop, Illustrator, InDesign
Sketch, InVision, HTML5/CSS
After Effects, Premiere

EXPERIENCE

Mid-Level Graphic Designer

APCO Worldwide - Berlin / September 2018 - Present

Consulted with clients on the most appropriate graphic design options based on their overall communications goals. Developed numerous communications programmes (logos, brochures, infographics, presentations and digital campaigns) and guaranteed that they meet clients needs and expectations. Supervise the assessment of graphic materials in order to ensure quality and accuracy of the design. Lead designer on several projects, contributing creative ideas to wider creatively led projects that meet brand values and objectives. Liaise with external contacts in production of design. Mentor and collaborate with the design team and interns. Leader of APCO's European Green team, which focuses on improving the company's internal environmental initiatives.

Mid-Level Graphic Designer

B-Reel - Berlin / February 2017 - July 2018

Worked in a highly collaborative process together with other members of our creative team. I worked across different expressions and platforms. Contribution with my design skills to the realization of different types of productions. Stayed one step ahead of competition by researching and applying inspiration and trends within and nearby the field of design. From idea to production, responsible for the visual concept, art direction and execution of the campaign visuals. I also learned different methods for pitching as well as different creative methodologies to different approaches to generate ideas (5 whys, chanel mapping, hero stories, among others).

Junior Graphic Designer

Steeeg - Berlin / March 2016 - December 2016

Implementation of the building branding according to CI specifications. Producing drafts, prototypes and engaging design solutions using different techniques. Listening to feedback to hone skills and improve design. Produce final design solutions (like logos, banners, interfaces). Pitch creative ideas for team members. Collaborate with team members to launch projects. Deliver digital design with a best practise approach and work closely with internal teams to understand briefs and meet their requirements, executing high quality and creative design assets.

Junior Visual Designer

Digisource - Lisbon / January 2015 - July 2015

Supporting the planning, design and production of all digital and printed materials. Develop offline promotional material such as brochures and leaflets. Preparing concept presentations and creative learnings reports. Basic technical plans / drawings. Liaising with project managers. Delivering projects within tight timeframes, ensuring that work is delivered on time and to expectations. Designing presentation slides and illustrations for clients. Support the wider design team in asset creation as needed. Day to day management of workload across a broad range of projects and deadlines.

Junior Graphic Designer

Vital - Lisbon / September 2013 - December 2015

Ensure to adhere to brand identity guidelines. Contribution with creative ideas for web content for products and services. Design and implement landing page design and social media design. Providing creative/ editorial layout and graphics in various formats for email campaigns, PR and Marketing material, flyers, and general promotion.