

Patricia Caroço Amaro

Visual Designer | UX & UI Designer

DATE OF BIRTH

1987.02.25

ADDRESS

Campo de Ourique
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Over the last few years, I have worked as a graphic and web designer in Madrid (Spain) and Lisbon (Portugal) on national and international brands, both in-house and within agencies. I graduated from IADE - Creative University in Lisbon in 2008., I moved to Madrid to complete a 12 month M.A. in Fashion Accessories Design at IED - Instituto Europeo di Diseño. After completing a six month internship at Oxford University Press in Madrid and taking a Summer course at Central Saint Martins in London, I started to work as a junior designer in Pool CP, a Spanish creative agency specialising in retail and digital marketing.

Since 2013, I have been collaborating with the Float Health agency on a regular basis, which works extensively with the the healthcare industry at an international level.

PROFESSIONAL EXPERIENCE

Float Health

LISBON, Portugal

www.floathealth.com

Visual Designer, UX/UI Designer | Digital Dept.

OCTOBER 2014 - PRESENT

- Design websites, landing pages and mailings
- Develop mobile and tablet apps
- Collaborated on user interface and interaction design, information architecture, feature development and usability

Visual Designer, Art Director | Creative Dept.

JUNE 2013 - SEPTEMBER 2014

- Collaborated on concepts for projects including branding, environmental graphics, and web design for clients in the healthcare sector
- Mockups development
- Designed physician and client-facing marketing campaigns

Digisfera

OEIRAS, Portugal

www.digisfera.pt

Web Designer

OCTOBER 2012 - MAY 2013

- Designed interfaces and apps; html development

Pool CP

MADRID, Spain

www.poolcp.com

Interactive & Web Designer | Interactive Dept.

OCTOBER 2010 - APRIL 2012

- Part of the creative team for clients such as BBVA, the Parques Reunidos Group, Makro, Bricorama and Sirena
- Concept and production of the design proposals
- Designed digital marketing campaigns, including micro sites, landing pages, newsletters, and 'gif' promotional banners
- Developed Flash Rich Media and STANDART units (ad-serving platforms including EYEBLASTER)

OXFORD UNIV. PRESS

MADRID, Spain

www.oupe.es

Graphic Designer, Internship | ELT & Oxford Education

FEBRUARY 2010 - JULY 2010

- Designed course books and other resources for English language teaching, such as pull-out story books, stickers, flashcards and posters

- :: BlueSoft #2016 #2015 LISBON, Portugal www.bluesoft.pt
- :: Feet IT® #2015 #2014 LISBON, Portugal www.feetit.com
- :: Inesting #2014 #2013 LISBON, Portugal www.inesting.com
- :: ISEL - Instituto Superior de Engenharia #2013 LISBON, Portugal www.integra-travel.com | labs.integra-travel.com
- :: FrameStorm #2010 #2011 MADRID, Spain www.framestorm.com
- :: PepaGroup #2010 #2011 MADRID, Spain www.pepagroup.es
- :: Sombreros MOE #2011 MADRID, Spain www.sombrerosmoe.com

● EDUCATION

M.A. Window Design & Visual M.

MADRID, Spain
#2010

ESME - ESCUELA DE MODA Y EMPRESA

M.A. Fashion Accessories Design

MADRID, Spain
#2008-2009

Hats, Bags, Footwear & Jewelry Design
IED - INSTITUTO EUROPEU DI DISEÑO

B.A. Graphic Design

LISBON, Portugal
#2005-2008

Graphic & Product Design
IADE - Creative University

SEMINARS & WORKSHOPS

- :: OFFF 2017 BARCELONA, Spain www.offf.barcelona
- :: DDD + OFFF 2016 MILAN, Italy www.ddd.it
- :: UX Design Course 2015 ONLINE, Spain #DOMESTIKA
- :: WEBSUMMIT 2014 DUBLIN, Ireland www.websummit.net
- :: App Design Course 2014 ONLINE, Spain #DOMESTIKA
- :: Fashion Design Workshop 2013 LISBON, Portugal #LaraTorres
- :: Adobe After Effects Course 2012 LISBON, Portugal #FlagSchool
- :: Community Manager Course 2011 ALICANTE, Spain #Univ. de Alicante
- :: Web Design Advance Course 2010 MADRID, Spain #CREACTIVA
- :: Designer's London Course 2010 LONDON, UK #Central Saint Martins
- :: Internationalization High Fashion Brands 2010 MADRID, Spain
#Centro Univ. Villanueva & Museo del Traje
- :: Masterclass Hugo Creative 2009 MADRID, Spain #COMPETITION R.11
- :: ANTDR 2008 LISBON, Portugal #COMPETITION 2nd Prize
- :: Adobe Indesign Course 2008 LISBON, Portugal #NHK
- :: Web Design Course 2007 LISBON, Portugal #Edge

● SKILLS

LANGUAGES

#PORTUGUESE Native

#SPANISH Full professional proficiency

#ENGLISH Intermediate (speaking,
reading, writing)

SOFTWARE

#PHOTOSHOP #SKETCH #ILLUSTRATOR #INDESIGN

#FLASH #AFTEREFFECTS #FINALCUT

#INVISION #MARVEL #EXPERIENCEDESIGN

#HTML #CSS #ACTIONSCRIPT

#KEYNOTE #OFFICE

#WINDOWS #MACINTOSH