

# Patricia Caroço Amaro

## VISUAL DESIGNER

Lisbon, PORTUGAL

DATE OF BIRTH

1987.02.25

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## Hello.

Over the last few years, I have worked as a visual designer in Madrid (Spain) and Lisbon (Portugal) in projects cross-industry for national and international brands, both in-house and within agencies. Having graduated in Graphic Design at 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 Lisbon-based Float Health agency on a regular basis, which works extensively with the healthcare industry at an international level. Main responsibilities include delivering creative and effective digital projects for the pharmaceutical industry, including website development and maintenance, e-learning platforms, mobile apps, promotional banners, amongst others.

## • EXPERIENCE

OCTOBER 2014 - PRESENT

**Visual Designer** | Digital Department

**Float Health** Lisbon, Portugal [www.floathealth.com](http://www.floathealth.com)

- Contribute to project planning meetings to discuss design, business direction and user journeys
- Create and design layouts for websites, e-learning, idetails and apps mobile and/or tablet
- Work within brand guidelines to create layouts that reinforce a brand's style
- Create visuals and concepts, such as iconography, infographics, site map and navigation flows
- Design digital marketing campaigns, including micro sites, landing pages, newsletters and promotional banners
- Set visual standards for cross-functional teams to ensure a consistent digital-wide creative approach
- Design user-centered interaction models, wireframes or screen mockups
- Create and organise production assets for different devices - websites, mobile devices and apps
- Improve user experience and user interface for multiple digital properties, including web sites and apps
- Collaborative work with front-ends, iOS and Android developers

**TOOLS:** Photoshop, Sketch, Illustrator, Indesign, XD, Invision, Marvel, KeyNote, PowerPoint.

**CLIENTS:** Abbott, Abbvie, Alfa Wassermann, Angelini, AstraZeneca, Bayer, Boehringer Ingelheim, Galderma, Grunenthal, Janssen-Cilag, Merck, MSD, Mylan, Pfizer, Roche, Sanofi Pasteur MSD, MyMoment.

JUNE 2013 - SEPTEMBER 2014

## Visual Designer, Art Director | Creative Department

Float Health Lisbon, Portugal [www.floathealth.com](http://www.floathealth.com)

- Participate in brainstorming, story boarding and developing UI design for branding, environmental graphics, and web design projects for clients in the healthcare industry
- Develop iconography/visual assets
- Design promotional materials, such as email marketing, flash banners, and supporting print material
- Design wireframes and mockups

**TOOLS:** Photoshop, Illustrator, Indesign, Invision and PowerPoint.

**CLIENTS:** Abbott, Abbvie, Alfa Wassermann, Angelini, AstraZeneca, Bayer, Boehringer Ingelheim, Galderma, Grunenthal, Janssen-Cilag, Merck, MSD, Mylan, Pfizer, Roche, Santander, Sanofi Pasteur MSD.

OCTOBER 2012 - MAY 2013

## Web Designer

Digisfera Oeiras, Portugal [www.digisfera.pt](http://www.digisfera.pt)

- Design interfaces and apps; html development
- Product photography and retouching
- Develop and propose web or graphic design styles targeted at the company's client portfolio

**TOOLS:** Photoshop, Illustrator, Indesign, Invision, PowerPoint, Sublime Text2.

**TECHNOLOGIES:** HTML5, CSS3 and SASS.

**CLIENTS:** The O2, O2 Rugby, The Open Championship, Cannes Tweet Wall, FIFA Associations and Confederations, EnergyIN.

OCTOBER 2010 - APRIL 2012

## Interactive & Web Designer | Interactive Department

Pool CP Madrid, Spain [www.poolcp.com](http://www.poolcp.com)

- Part of the creative team for clients, such as BBVA, the Parques Reunidos Group, Makro, Bricorama and Sirena
- Design digital marketing campaigns, including micro sites, landing pages, newsletters, and 'gif' promotional banners in html and css
- Develop Flash Rich Media and STANDART units (ad-serving platforms including EYEBLASTER)

**TOOLS:** Photoshop, Illustrator, Flash, Dreamweaver.

**TECHNOLOGIES:** ActionScript 2.0 and 3.0, HTML5 and CSS3.

**CLIENTS:** BBVA, BBVA Servicios, BBVA Vivienda, Parques Reunidos Group, Makro, Bricorama, Sirena, Ikea.

FEBRUARY 2010 - JULY 2010

## Graphic Designer, Internship | ELT & Oxford Education

Oxford University Press Madrid, Spain [www.oupe.es](http://www.oupe.es)

- Design course books and other educational resources for English language teaching
- Design promotional products for press kits, such as pull-out story books, stickers, flashcards and posters
- Design printed marketing materials

**TOOLS:** Photoshop, Illustrator and Indesign.

## Freelance Collaboration

**Euromonitor Internacional** London, United Kingdom [www.euromonitor.com](http://www.euromonitor.com) :: 2017 - 2013

**BlueSoft** Lisbon, Portugal [www.bluesoft.pt](http://www.bluesoft.pt) :: 2016 - 2015

**Feet IT®** Lisbon, Portugal [www.feetit.com](http://www.feetit.com) :: 2015 - 2014

**Inesting** Lisbon, Portugal [www.inesting.com](http://www.inesting.com) :: 2014 - 2013

**ISEL - Instituto Superior de Engenharia** Lisbon, Portugal  
[www.integra-travel.com](http://www.integra-travel.com) | [labs.integra-travel.com](http://labs.integra-travel.com) :: 2013

**FrameStorm** Madrid, Spain [www.framestorm.com](http://www.framestorm.com) :: 2010 - 2011

**PepaGroup** Madrid, Spain [www.pepagroup.es](http://www.pepagroup.es) :: 2010 - 2011

**Sombreros MOE** Madrid, Spain [www.sombrerosmoe.com](http://www.sombrerosmoe.com) :: 2010 - 2011

## ● EDUCATION

2009 - 2010

### M.A. Window Design & Visual Merchandising

**ESME**

Escuela De Moda y Empresa

Madrid, Spain

2008 - 2009

### M.A. Fashion Accessories Design

Hats, Bags, Footwear & Jewelry Design

**IED**

Instituto Europeu di Diseño

Madrid, Spain

2005 - 2008

### B.A. Design

Graphic, Interior & Product Design

**IADE**

Creative University

Lisbon, Portugal

## Skills

### LANGUAGES

Portuguese Native

Spanish Full professional proficiency

English Intermediate

### SOFTWARE

#Photoshop #Sketch #Illustrator #Indesign #AfterEffects

#InVision #Marvel #Experiencedesign

#HTML #CSS

#Keynote #Office

## Seminars, Workshops & ...

- 2018 : **OFFF** Barcelona, Spain [www.offf.barcelona](http://www.offf.barcelona)
- 2017 : **OFFF** Barcelona, Spain [www.offf.barcelona](http://www.offf.barcelona)
- 2016 : **DDD + OFFF** Milan, Italy [www.ddd.it](http://www.ddd.it)
- 2015 : **UX Design Course** DOMESTIKA Online [www.domestika.org](http://www.domestika.org)
- 2014 : **WebSUMMIT** Dublin, Replubic of Irland [www.websummit.net](http://www.websummit.net)
- : **App Design Course** DOMESTIKA Online [www.domestika.org](http://www.domestika.org)
- 2013 : **Fashion Design Workshop by Lara Torres** Lisbon, Portugal
- 2012 : **Adobe After Effects** FLAG SCHOOL Lisbon, Portugal
- 2011 : **Community Manager Course** Online UNIVERSIDAD. DE ALICANTE
- 2010 : **Web Design Advance Course** CREATIVA Madrid, Spain
- : **Designer's London Course** CENTRAL SAINT MARTINS London, United Kingdom
- : **Internationalization High Fashion Brands**  
C. UNIV. VILLANUEVA & MUSEO DEL TRAJE Madrid, Spain
- 2009 : **Masterclass Hugo Creative** Competition R.11 Madrid, Spain
- 2008 : **ANTDR Competition** 2<sup>nd</sup> Prize Lisbon, Portugal
- : **Adobe Indesign Course** NHK Lisbon, Portugal
- : **Web Design Course** EDGE Lisbon, Portugal
- 2007 : **Japanese Jewelry Workshop** CONTACTO DIRECTO LISBON, Portugal
- : **Web Design Course** EDGE LISBON, Portugal
- : **Twelvetone Collective Exhibition** MAUS HÁBITOS Oporto, Portugal
- : **Twelvetone Collective Exhibition** FÁBRICA FEATURES LISBON, Portugal
- : **Twelvetone Collective Exhibition** MISCELANEA Barcelona, Spain
- 2006 : **Mundo Mix Exhibition** CASTELO SÃO JORGE Lisbon, Portugal
- 2005 : **Jewelry Course** FACULDADE DE BELAS ARTES LISBON, Portugal

