Patricia
Caroço Amaro

Visual Designer | **Digital Product** Designer | **Ux & Ui** Designer

Lisbon, PORTUGAL

DATE OF BIRTH
1987.02.25

CITIZENSHIP
Portuguese

MOBILE
(+351) 914 781 812

E-MAIL
patricia.amaro@yahoo.com

WEBSITE
www.patriciaamaro.com

INSTAGRAM
@patricia.c.amaro

LINKEDIN
/patriciaamaro

BEHANCE
/patriciacamaro

#VisualDesign #GraphicDesign
#WebDesign #InteractionDesign
#ArtDirector #DigitalArtDirection
#UXDesign #UIDesign
#MobileAppDesign
#CreativeDirection #LogoDesign
#DigitalProductDesign #Branding
#Photography #Typography
#Advertising
#FashionAccessoriesDesign
#VisualMerchandising

EXPERIENCE

IBFD Visual, UX & UI Designer
Amsterdam, The Netherlands **www.ibfd.org**

2019 • *WORK IN PROGRES* • PROJECT
Corporate Website Collaboration with the UX team and front-end development team; Design thinking, flows and contents distribution; Visuals and colour studies. Team work based on Parallel & Interactive Design and agile methodology.
:: **Tools** Adobe XD

Bliss Applications UX & UI Senior Designer
Lisbon, Portugal **www.blissapplications.com**

2019 • 1 MONTH • PROJECT • DIGITAL DEPARTMENT
BPI Bank Collaboration with the UX team and front-end development team; Design thinking, mockups and wireframes. Participation on the Design Thinking and Sprint Weeks organized by the bank for cross-platform application development, including HomeBanking, GoBanking and BPI Net.
:: **Tools** Sketch & InVision

The Submarine Visual, UX & UI Designer
Lisbon, Portugal **www.thesubmarine.pt**

2018 • 2 YEARS • REMOTE
Collaboration in different projects from campaign concepts to print marketing materials, as well as i-detail, landing pages, websites and apps.
:: **Clients** Ipsen, Kyowa Kirin, Medicamenta, Medinfar, Pierre Fabre, Mylan

2018 • 3 MONTHS • PROJECT • REMOTE
Creation of the brand "The Submarine" (logo, look and feel, website and stationary).

DevCorps Visual, UX & UI Designer
Tel Aviv, Israel

2019 • 4 MONTHS • PROJECT • REMOTE
Refundit App
:: **Tools** Sketch and Zeplin
www.refundit.tax

2019 • 2 MONTHS • PROJECT • REMOTE
DevCorps Branding, Website Design & Online Campaings.
:: **Tools** Photoshop

Float Health Art Director and Visual, UX & UI Designer
Lisbon, Portugal **www.float.pt**

2019 • *WORK IN PROGRESS* • PROJECT • REMOTE
App AlleWine Definition of app structure and architecture in collaboration with developers. Wireframes & mockups, and UX & UI design like visuals. Development of a prototype to presente in major events, such as WebSummit Lisbon 2019.
:: **Tools** Adobe XD, Photoshop & Illustrator **Site** www.allewine.com

Portuguese
Native

Spanish
Full professional proficiency

English
Intermediate

SOFTWARE

● ● ● ● ● Adobe Photoshop

● ● ● ● ● Sketch

● ● ● ● ○ Figma

● ● ● ● ● Adobe XD

● ● ● ● ● Adobe Illustrator

● ● ● ● ● Adobe Indesign

● ● ● ○ ○ Adobe After Effects

● ● ● ● ● InVision

● ● ● ● ○ Zeplin

KNOWLEDGE

#iOS #Android
#NativeApp #HybridApp
#HTML #CSS #SASS
#AgileMethodology

EDUCATION

2005 - 2008

B.A. Design
Graphic, Interior & Product Design
IADE, Creative University
Lisbon, Portugal

2008 - 2009

M.A. Fashion Accessories Design
Hats, Bags, Footwear & Jewelry Design
IED, Instituto Europeu di Diseño
Madrid, Spain

2009 - 2010

M.A. Window Design & Visual Merchandising
ESME, Escuela De Moda y Empresa
Madrid, Spain

2018 • *COLLABORATION IN PROGRESS* • REMOTE
Creation, design and development of visual languages / layouts for websites, e-learnings, i-detail and mobile and/or tablet applications (iOS, Android, native and hybrid apps).

2014 • 4 YEARS • DIGITAL DEPARTMENT
- Creation and design of layouts for websites, e-learnings, i-detailings and apps mobile and/or tablet
- Work within brand guidelines to create layouts that reinforce a brand's style
- Development of visuals and concepts, such as iconography and infographics
- Design digital marketing campaigns, including micro sites, landing pages, newsletters and promotional banners
- Setting up of visual standards for cross-functional teams to ensure a consistent digital-wide creative approach
- Design and development of interaction flows, wireframes, visual mockups, and prototypes for software and mobile applications (Native and Hybrid)
- Creation and organisation of production assets for different devices - websites, mobile devices and apps
- Contribution to project planning meetings to discuss design, business direction and user journeys
- Collaborative work with front-end, back-end, iOS and Android developers

:: **Tools** Photoshop, Sketch, Illustrator, Indesign, XD, Invision, Marvel, KeyNote, PowerPoint **Technologies** Veeva, Cegedim **Clients** Abbott, Abbvie, Alfa Wassermann, Angelini, AstraZeneca, Bayer, Boehringer Ingelheim, Galderma, Grunenthal, Janssen-Cilag, Merck, MSD, Mylan, Pfizer, Roche, Sanofi Pasteur MSD, MyMoment

2013 • 1 YEAR 3 MONTHS • CREATIVE DEPARTMENT
- Participation in brainstorming, story boarding and developing UI design for branding, environmental graphics, and web
- Design of projects for clients in the healthcare industry
- Development of iconography/visual assets
- Design of promotional materials, such as email marketing, flash banners, and supporting print material
- Design of 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

Euromonitor Internaticional Information Designer
London, UK **www.euromonitor.com**

2014 • 5 YEARS • COLLABORATION • REMOTE
Information Designer, Desk Research and Store Checks.

BlueSoft Graphic, UX & UI Designer
Lisbon, Portugal **www.bluesoft.pt**

2014 • 1 YEAR • COLLABORATION • REMOTE
:: **Clients** Sonae Sierra, Rolear Viva, Tattoo Clinic

Feet it® App Digital Product Designer
Lisbon, Portugal **www.feetit.com**

2014 • 1 YEAR • PROJECT • REMOTE
Feet it® Branding, App and Website Design.

Digisfera Web Designer
Oeiras, Portugal **www.digisfera.pt**

2012 • 8 MONTHS
Design of interfaces and apps; html development. Product photography and retouching. Development and proposition of 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

Inesting Visual & Web Designer
Lisbon, Portugal **www.inesting.com**

2013 • 1 YEAR • COLLABORATION • REMOTE
:: **Clients** Newco, Companhia das Quintas

ISEL - Instituto Superior de Engenharia UX & UI Designer, Project Manager
Lisbon, Portugal **www.isel.pt**

2012 • 1 YEAR • PROJECT • REMOTE
Integra Travel Branding, Design of the Website & managment for developer team.
:: Tools Sketch and Zeplin
www.integra-travel.com

2012 • 6 MONTHS • PROJECT • REMOTE
Integra Labs Design of the Website & managment for developer team .
labs.integra-travel.com

Pool CP Interactive & Web Designer
Madrid, Spain **www.poolcp.com**

2010 • 3 YEAR • REMOTE • INTERACTIVE DEPARTMENT
- Part of the creative team for clients, such as BBVA, the Parques Reunidos Group, Makro, Bricorama and Sirena
- Design of digital marketing campaigns, including landing pages, newsletters, and 'gif' promotional banners in html and css
- Development of 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

FrameStorm Graphic & Interactive Designer
Madrid, Spain **www.framestorm.tv**

2010 • 1 YEAR • COLLABORATION
:: Clients Beat — MTV ES & IExposiciones.es

PepaGroup Graphic & Interactive Designer
Madrid, Spain **www.pepagroup.es**

2010 • 1 YEAR • COLLABORATION • REMOTE
:: Clients Hendricks, Hercesa, Sirena, The Ballon Company

Oxford University Press Graphic Designer
Madrid, Spain **www.oupe.es**

2010 • 6 MONTHS • INTERNASHIP • ELT & OXFORD EDUCATION
- 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

Sombreros Moe Graphic & Fashion Accessories Designer
Madrid, Spain **www.sombrerosmoe.com**

2009 • 2 YEARS • COLLABORATION • REMOTE
Design hats and accessories. Development of visuals for the website and paper pieces.

Find what you are **NOT looking for**