

PROFILE

A Master's and a Bachelor's in editorial, communication and graphic design and the constant desire for acquisition of knowledge and new skills, have fuelled a 10-year+ path of experience and search for new opportunities, including a self-owned thriving business running since 2018. The spirit of initiative and entrepreneurship, organization and method are some of the characteristics that consistently show in the work developed.

PROFESSIONAL EXPERIENCE (CURRENT)

GRAPHIC & MARKETING DESIGNER

- Creating, managing and publishing dynamic graphic material from concept to final delivery, for online and offline advertising;
- Organizing marketing material for events;
- Developing internal communication assets.

University College Isle of Man

Design, Education, Marketing, Signage, Editorial, Events

(Active)

03/2019 – 01/2020 & since 06/2023
Douglas, Isle of Man

TECHNICAL ARTWORKER & DESIGNER

- Created and managed technical artwork for instruction manuals and other marketing material as part of the Engineering Department;
- Implemented administrative improvements;
- Involved in the thought process and development of products for people with reduced mobility.

DLP Limited

Healthcare, Engineering, POS, Editorial Design, Packaging, Technical Artwork & Proofreading

(Active)

08/2021 - 07/2023 & since 10/2023
Remote

GRAPHIC DESIGNER

- Consistently ensure design content and material is developed to the highest standard and adjusted to social media and/or B2B audience;
- Content has generated an average of over 210% increase in organic traffic since October 2021.

Yield Yak

DeFi, Crypto, Infographics, Social Media

(Active)

since 10/2021
Remote

OWNER & GRAPHIC DESIGNER

- Create memorable and engaging graphic, editorial, corporate, digital, photographic, branding and POS solutions for various companies;
- Successfully and successively adapt to very different settings and clients for effective results.

Leonor Albuquerque Design

Branding, Design, POS

(Active)

since 10/2018
Hybrid

**PROFESSIONAL
EXPERIENCE**
(PAST)

GRAPHIC & POINT OF SALE DESIGNER

- Established impactful POS design solutions and marketing strategies for several snack brands such as Oreo, Milka, Chips Ahoy!, Trident, Tuc, Royal, and others.

Mondelez

POS, Packaging, Marketing
01/2021 - 08/2021
Remote

GRAPHIC & DIGITAL DESIGNER

- Managed the graphic, editorial, digital, corporate, photographic and B2B material for efficient online and offline use;
- UI/UX design and app development;
- Analytics shown explosive increase in app downloads and usability during this period.

Gander

Food Waste, UI/UX, Marketing
01/2020 – 04/2020
Ballasalla, Isle of Man

GRAPHIC, EDITORIAL & DIGITAL DESIGNER

- Independently developed smaller dimension projects in an auspicious effort to improve and expand my design skills.

Independent Work

Graphic Design, Artwork
11/2016 – 10/2018
Portugal

TECHNICAL EDITORIAL & GRAPHIC DESIGNER

- Managed and designed technical book content and final arts;
- Active involvement in advertising material creation.

Publindústria

Editorial, Marketing, Technical
01/2016 – 10/2017
Porto, Portugal

INTERN GRAPHIC & DIGITAL DESIGNER

- Conceptualised inspirational graphic design material and solutions mainly for social media and advertising purposes;
- Successfully improved administrative measures.

Then and Now (Internship)

Luxury Retail, Fashion
10/2015 – 12/2015
London, England

INTERN PHOTOGRAPHER & GRAPHIC DESIGNER

- Produced a photographic catalogue of this institution's employees and technologies;
- Developed corporate material for internal use.

INESC TEC (Internship)

Technology, Computing
02/2014 – 07/2014
Porto, Portugal

EDITORIAL & GRAPHIC DESIGNER

- Edited and designed Nuno Sousa's *Um Delicado Sentido de Equilíbrio* book and produced advertising material for its launch.

Juicy Records

Editorial, Events, Publishing
10/2012 – 07/2014
Lisbon, Portugal

EDUCATION

MASTER'S

Graphic and Editorial Design at the Fine Arts Faculty of the University of Porto.

BACHELOR'S

Communication and Graphic Design at the Fine Arts Faculty of the University of Porto.

SKILLS

Branding
Logo Creation
Corporate
Infographics
Social Media
Editorial Design
Print Design
Final Art
Technical Artwork
Photography
Signage
3D
UI/UX
Packaging
POS
B2B
B2C
Advertising
Crypto

ADOBE CREATIVE SUITE E MICROSOFT OFFICE SUITE

Professionally experienced with InDesign, Photoshop, Illustrator and LightRoom, SolidWorks Composer, and also with Word, Outlook, Excel and PowerPoint.

PROJECT MANAGEMENT PLATFORMS

Professionally experienced with Asana, Trello and Skills.

COMMUNICATION

- Portuguese: native
- English: proficient C2 (Certificate of Advanced English and ESOL SELT)
- Spanish: independent B1
- French: elementary A2

OTHERS

- Communication and interpersonal skills
- Strict deadline compliance
- Task overlay management skills
- Organization, method and spirit of initiative
- Ability to adapt to new work environments
- Vast team and independent work experience

VOLUNTEERING

- Blood Donor since 2010
- Hair Donor since 2015
- Cook at Food Not Bombs from November 2015 to January 2016

CONTACTS

LEONOR ALBUQUERQUE

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CLIENTS/ COLLABS

