

## PROFESSIONAL PROFILE

A Master's and a Bachelor's in different design subsets and the constant desire for acquisition of knowledge and new skills, have fuelled a 10-year path of experience and search for new opportunities. The spirit of initiative and entrepreneurship, organization and method are some of the characteristics that consistently show in the work developed until the present moment.

## PROFESSIONAL EXPERIENCE

### 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*

(Active)

since 10/2021

Remote

### TECHNICAL ARTWORKER & DESIGNER

- Create and manage technical artwork for instruction manuals and other marketing materials as part of the Engineering Department;
- Implement administrative improvements;
- Involved in the thought process and development of products for people with reduced mobility.

### DLP Limited

*Healthcare, Engineering, POS*

(Active)

since 08/2021

Hybrid

### 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

Remote

### 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

## PROFESSIONAL EXPERIENCE

### 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.

### GRAPHIC DESIGNER

- Created, managed and published dynamic graphic material from concept to final delivery, for online and offline advertising, as an essential asset in this institution's first ever Marketing team.

### GRAPHIC, EDITORIAL & DIGITAL DESIGNER

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

### EDITORIAL & GRAPHIC DESIGNER

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

### GRAPHIC & DIGITAL DESIGNER

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

### PHOTOGRAPHER & GRAPHIC DESIGNER

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

### EDITORIAL & GRAPHIC DESIGNER

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

### 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.

### CERTIFICATE OF ADVANCED ENGLISH

English course taught at International House in Viseu, Portugal - Grade XII concluded with the Certificate of Advanced English exam by the University of Cambridge.

### Gander

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

### University College Isle of Man

*Design, Education, Marketing*  
03/2019 – 01/2020  
Douglas, Isle of Man

### Independent Work

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

### Publindústria

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

### Then and Now (Internship)

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

### INESC TEC (Internship)

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

### Juicy Records

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

## EDUCATION

## SKILLS / TOOLS

Branding  
Logo Creation  
Corporate  
Infographics  
Social Media  
Editorial Design  
Print Design  
Final Art  
Technical Artwork  
Photography  
2D  
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
- 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
- Team work 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

Current location: Isle of Man (willing to relocate)

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[www.LeonorAlbuquerque.design](http://www.LeonorAlbuquerque.design)

## CLIENTS/ COLLABS

