

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
(Active)
since 08/2021
Braddan, Isle of Man

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
UK/Portugal

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;
- Involvement in app design and 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, 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 (limited)
UX (limited)
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

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CLIENTS/ COLLABS

