SHE/HER

Senior Brand & Creative Designer

Senior Brand & Creative Designer with 15+ years of experience in branding, creative direction, digital design, and strategic communication. I develop brands and digital experiences from concept to execution, combining strategic thinking with strong visual design and hands-on creative skills. My expertise spans brand strategy and identity, creative direction, digital content, website design, copywriting, and communication strategy, working independently and with creative teams to build distinctive and coherent brand experiences across platforms. Proven track record of turning complex ideas into clear, engaging, and visually compelling communication, guiding projects from the initial brief through to final implementation.

FACULDADE DE BELAS-ARTES
UNIVERSIDADE DE LISBOA [2006 – 2011]
Licentiate Degree in Communication Design



A DIANA RESOLVE [2021 – PRESENT]
Founder, Senior Brand & Creative Designer

- Independent creative practice specialized in brand development, digital design, and communication strategies.
- Create distinctive brand identities and positioning from scratch, ensuring strong market differentiation.
- Lead creative direction across multidisciplinary projects, including digital platforms, websites, and multichannel campaigns.
- Design and develop tailored websites and digital products to enhance clients' online presence and user engagement.
- Offer strategic online positioning consultancy, aligning visual aesthetics with business goals.
- Design comprehensive communication strategies and produce engaging digital content for various online channels.

MASSIVE REACH [2019 – 2021]
Creative Director, Team Lead & Mentor

- Led the creative direction for diverse accounts, aligning visual communication with brand goals and market trends.
- Oversaw end-to-end design execution for branding, marketing concepts, and digital campaigns.
- Mentored and trained junior designers and interns, establishing internal design guidelines and fostering a high-performance creative culture.
- Managed and supervised direct reports, overseeing their day-to-day output, professional development, and project workflows.
- Collaborated closely with cross-functional teams and clients to deliver high-impact creative solutions.

Senior Graphic Designer [2016 – 2021]

- Developed visual concepts, corporate identity elements, and multichannel marketing materials.
- Contributed to digital and print design projects, ensuring brand consistency across platforms.

WIZ INTERACTIVE [2014 – 2016]
Graphic Designer and Art Director

- Executed interactive and graphic design projects for digital media and corporate clients.

PDM&FC [2013 – 2014]
Junior Designer

- Created visual assets, marketing collateral, and communication materials for corporate initiatives.

CLUBE O CACHIMBO [2011 – 2013]
Founder & Creative Lead

- Conceived and developed the brand's identity, visual universe, and retail/selling space concept.
- Conducted target audience research and designed commercial strategies to leverage products and services.
- Managed product curation, event organization, and promotional strategies.

EVENTS [2006 – 2012]
Brand & Event Promotion

- Collaborated on the dissemination, promotion, and execution of brand activations and public events.

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(00) CORE EXPERTISE & SKILLS

01 _ Strategic & Creative
Brand Strategy & Positioning, Visual Identity & Branding, Creative Direction, Communication & Content Strategy, Art Direction, Client & Project Management.

02 _ Digital & Execution
Digital Design, Web Design & Platforms (Wix Studio, Squarespace), Social Media Design, Campaign Development and Copywriting.

03 _ AI & Advanced Tools
AI Image Generation, AI Editing Tools, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Lightroom, Adobe Xd and Figma.

(01) LANGUAGE

Portuguese Native or Bilingual
English Full Professional
Spanich Basic

(02) INTERESTS

Exploring fine dining, specialty food pairings, and wine culture.

Running and social dance styles.

Animal welfare and community events or music culture.