

**Welcome to  
my portfolio.**

# My name is Juliana Pires.



I am a graphic designer  
passionate about using creativity  
to make a difference in the world  
we live in, one project at a time.

HARD SKILLS	EXPERIENCE	EDUCATION	PARTICIPATIONS
Graphic and Editorial Design, Branding, Illustration, Motion	2021 . today Freelance Currently working for Porto Ambiente and the Porto Climate Pact	2021 . 2024 Master in Graphic Design and Editorial Projects from University of Porto . Fbaup	2024 . Design commit'24 . Presentation of the article 'Design Awareness: A Collaborative Initiative for Climate Change Engagement in Porto"
<b>SOFT SKILLS</b>	2022 . Apr to Dec Graphic Designer at Renegade Insurance . Remote	2016 . 2019 Graduation in Design from University of Lisbon . Faul	Contribution for the book 'Design and Industry: Scenarios for Sustainable Futures' by Taylor and Francis
<b>LANGUAGES</b>	2019 . 2021 Internship and Junior Designer at Arxi, Digital Solutions . Leiria	2013 . 2016 Design, Ceramics and Sculpture Course . Csm Fatima	2019 . 1 week Social and Cultural Design Workshop in Monchique . by Faul
		<b>COMPLEMENTAR TRAINING</b>	2018 . One Day Design Challenge . Design Contest by Roca
		2023 . Mar to May Rotaeco Academy . training for sustainability	
		2020 . 25h Digital content management at Ufcd	

Unlocking ideas and developing meaningful concepts that add depth to projects is what I love most about design.

My portfolio showcases some of my works, highlighting my skills in graphic and editorial design, branding, illustration and simple motion graphics. As a creative and curious person, I'm keen to learn something new everyday.

When I'm not designing, you might find me reading, knitting, gardening, enjoying a drink with friends, or perhaps trying to do it all at the same time.

#### INTERESTS

Sustainability  
Social Justice  
Nature → Gardening,  
Hiking, Camping.  
Creativity → Knitting,  
Illustration.

#### OTHER EXPERIENCES

- |   |   |   |
|---|---|---|
| <p>2024 . 28 days<br/>Interrail travell:<br/>Switzerland, Germany,<br/>Netherlands, Belgium,<br/>France, Spain</p> <p>2024 . 2 months<br/>Workaway as waitress<br/>at Park Cafe, Austria</p> <p>2018 . 2021<br/>Game Master at <i>Unum Secretum</i> Escape Room,<br/>Portugal</p> <p>2018 . 2020<br/>Event Attendant at<br/>weddings <i>Quinta dos Lagos</i>, Portugal</p> <p>2016 . 3 months<br/>Summer Camp Monitor at<br/><i>Ritmos Fortes</i>, Portugal</p> | <p>2011 . 2023<br/>SCOUTS . Develop skills<br/>in teamwork, leadership,<br/>empathy and community<br/>service while growing up<br/>and having fun.<br/>↓ Highlight projects.</p> <p>2022 . 2023<br/><i>Djunta Mon</i><br/>Volunteering and exchange<br/>project in Cape Verde, 15-day<br/>workcamp in Calheta S.Miguel</p> <p>2019 . 2022<br/><i>Rafiki</i><br/>Initiative to reduce social<br/>isolation in central Portugal,<br/>supporting communities.</p> <p>2020 .<br/><i>Auxiliar.pt</i><br/>Volunteer and communication<br/>coordinator for a initiative<br/>related to the pandemic.</p> | <p>2019 .<br/><i>100 Anos, 100 Sorrisos</i><br/>Social service initiative<br/>dedicated to providing 100<br/>hours of volunteer work.</p> <p>2018. 2019<br/><i>Cenaculo</i> . Youth Forum<br/>Organizer and Communication<br/>Coordinator</p> <p>2016. 2021<br/><i>Staff Quinta do Escuteiro</i><br/>Team member and<br/>Communication Coordinator</p> <p>Volunteer Work<br/>Multiple volunteer work<br/>over the years with social<br/>organizations such as the Red<br/>Cross, Portuguese Food Bank,<br/>senior care homes and animal<br/>shelters.</p> |
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# Table of Contents

01. Design for Sustainable Behaviour
  - ↳ What's in our hands?

2024 . MASTER'S THESIS . COMMUNICATION CAMPAIGN

02. Manicomio

2022 . FBAUP . CONCEPT . EDITORIAL . PRINT

03. The Weight of Mental Health

2021 . INFOGRAPHICS . EDITORIAL . COLLAGE ILLUSTRATION

04. WAKE UP

2024 . PORTO . CONCEPT . LOGO . BRANDING

05. Roadmaps with Impact

2024 . PORTO . MEDIA . EDITORIAL . PRINT

06. The methamorphosis

2018 . EDITORIAL . COLLAGE ILLUSTRATION

# Design for Sustainable Behaviour

[COMPLETE FILE HERE ↗](#)

2024 . FBAUP . MASTER'S THESIS . ABSTRACT

This project aims to apply graphic design as a tool for social action within the scope of the climate crisis, using design strategies to change behaviors. It results in the development of a communication campaign in partnership with the Porto Climate Pact, aiming to inspire sustainable practices among citizens.

The climate emergency is an urgent problem of our time and requires all possible efforts to minimize its unpredictable consequences. Structural changes in our society are necessary — such as reducing the use of fossil fuels — but it is also essential to transform mindsets and adopt more sustainable gestures in our daily routines — such as a better use of water or energy saving, actions that are within the reach of the average citizen.

Thus, following Leyla Acaroglu's Disruptive Design Methodology, efforts were made to understand the role that designers can adopt and which strategies to follow to influence behavior change. Subsequently, with theoretical support from BJ Fogg's Behavioral Model, a communication campaign was developed to raise awareness, inform, and encourage the adoption of behaviors that promote greater sustainability in the city. The campaign led to the creation of eight animated posters for the city's digital mupis, an online page designed to inform about the highlighted topics, and various alternative graphic elements intended to be in some public spaces and encourage conscious practices.



The goal is to encourage reflection and trigger action among citizens, calling for collective participation and making them active partners in the transition towards a carbon-neutral city.

<b>1. INTRODUÇÃO</b>	15
1.1. PROBLEMATIZAÇÃO	19
1.2. PROPÓSITO E OBJETIVOS	22
1.3. PACTO DO PORTO PARA O CLIMA	24
1.4. MOTIVAÇÃO	25
1.5. METODOLOGIA	26
<b>2. DESIGN PARA O COMPORTAMENTO</b>	29
2.1. A RESPONSABILIDADE DO DESIGNER	33
2.2. O DESAFIO DO COMPORTAMENTO	39
2.3. MODELOS DE DESIGN PARA A MUDANÇA COMPORTAMENTAL	43
<b>3. PROJETO</b>	53
3.1. CAMPANHA DE COMUNICAÇÃO	57
3.2. DESIGN GRÁFICO	66
3.3. APRESENTAÇÃO	78
<b>4. CONCLUSÃO</b>	119
4.1. CONSIDERAÇÕES FINAIS	123
4.2. PERSPECTIVAS PARA O FUTURO	125
BIBLIOGRAFIA	127

# What's in our hands?

2024 . COMMUNICATION CAMPAIGN WITH THE PORTO CLIMATE PACT

This communication campaign was launched last September through various communication channels in the city of Porto.

The project is all about answering those questions that pop up when we realise we need to do something about the climate crisis: What can we do? And how can we do it?

From this emerged the quote that became the campaign's motto and title: '*What's in our hands?*' It plays with both its literal and figurative meanings, emphasising each person's potential to contribute to a sustainable future with their own hands.

We aimed for a positive, accessible tone — avoiding an institutional or corporative approach — instead using vibrant colors, dynamic illustrations, humor, and local cultural references to make the message relatable and engaging for the public.



## Waht's in our hands?



The oversized hands symbolise the ability, responsibility and power to adopt more environmentally friendly behaviors. They illustrate practices that everyone can adopt across seven key areas of sustainability:

## Buy local



## Reduce food waste



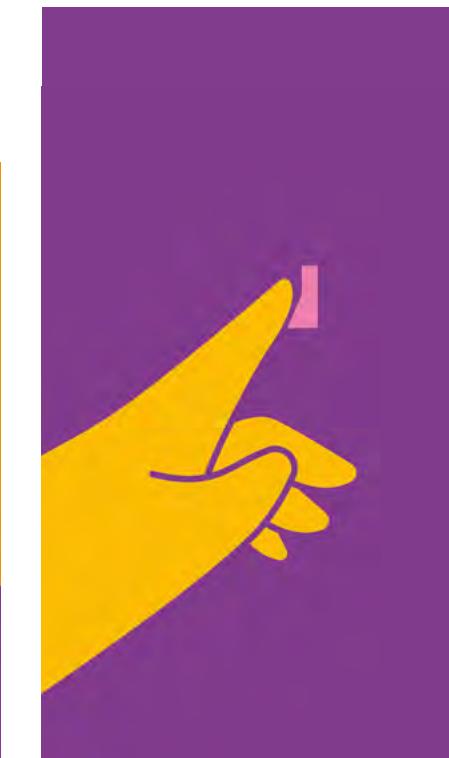
## Separate waste



## Use public transport



## Choose green energy

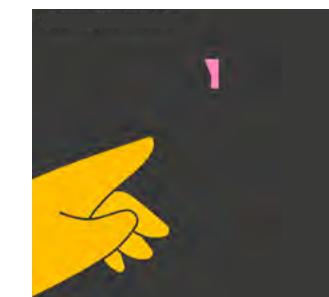
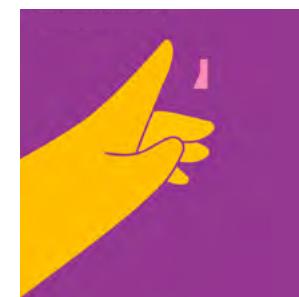
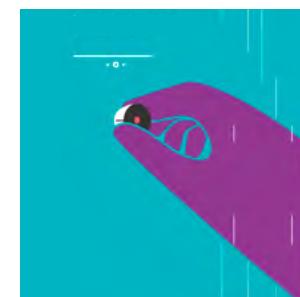
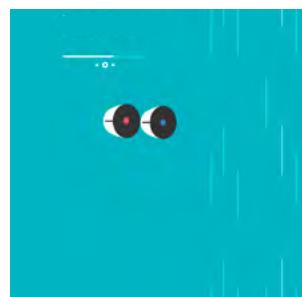
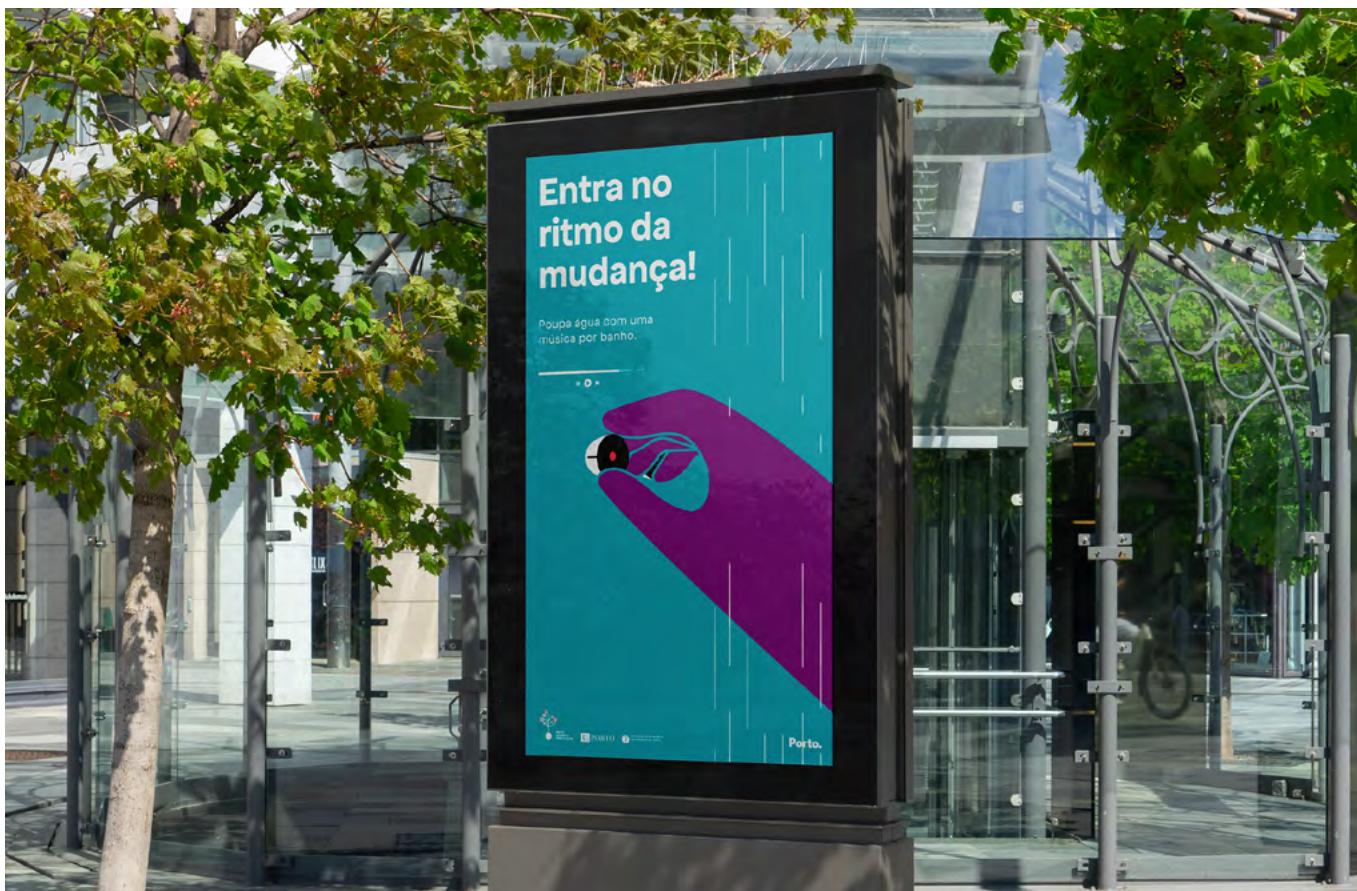


## Save energy



## Save water

For each topic, we developed an animated poster for the city's digital mupis. A simple and quick gesture is followed by a call to action inviting everyone to visit the website and learn more.



Additionally, we created a series of alternative graphic elements for public spaces, designed to nudge and inspire conscious, sustainable practices.



# Manicómio

2022 . FBAUP . CONCEPT . EDITORIAL . PRINT

Manicomio is a Portuguese word meaning madhouse. It carries a very negative and pejorative connotation, associated with psychiatric hospitals and rehabilitation centres where mentally ill and disturbed people used to be sent.

It is also the name of a Portuguese association created by and for artists with some kind of mental disorder. This “asylum” is unlike those places we've heard about, it is a place of freedom and artistic expression, where art meets mental health and human rights.

This project aims to portray the association and its resident artists through an editorial artifact.

The final object is made up of several notebooks – each one dedicated to an artist – structured together, reinforced by a front and back acrylic cover, that in a way represents the institution, transparent, protector, aggregator



Technical details . Transparent acrylic cover with laser engraving . Manual red thread binding . Elastic band





Despite the growing dialogue surrounding mental health, there remains a sense of distance from those who have experienced profound mental illness. This artefact was designed to provide a moment of approach and closeness to this subject and these individuals, as if the act of releasing the elastic bands - metaphorically

representing a straitjacket - would allow a closer look and a deeper understanding. Then a leaflet introduces and guides the reader, setting the scene for what follows: a presentation of each artist, with a distinctive graphic style and narrative, carefully crafted to reflect their work and personality.





Claudia R. Sampaio

*Uma autora torrencial*

→

*com uma sensibilidade  
superlativa no lembrete  
do suportável ao  
comum mortal,*

↓

*que investe  
a sua biografia  
e o historial médico*

←

*na página.*

Uma vez quiseram-me leuca, a arder  
e eu ardi com a direcção de  
um fogo pesto  
porque a cura vai na mesma direcção  
que a nossa febre

Atel-me como um relâmpago inesperado  
à luz do dia  
E parecia uma basílica em chamas  
de altar por estrear, a arder sozinha

Sempre me recusei a arder como os outros

Ardam-se mais à esquerda ou mais à direita  
mas a vento de sul ou de norte,  
mas libarem-se, sejam fogos que ardem!

Porque pior que a desdita leuca  
é toda a gente a arder bruta  
mas ninguém chegar à incendio

Creating from within a bubble of melancholy.  
poetry . dissonance

Daniel Artur

Embracing the beauty of error  
glitch . bizarre . digital . bug

## Ze dos Castelos

A dreamer building a world of castles.  
enchantment . fascination

↓ ↓

# Anabela Soares Bráulio Carolina Carvalhal



Um desenho silencioso que traz cor e alegria

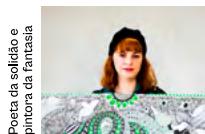


A mulher que arranca monstros do barro.

# Cláudia R.Sampaio



Pinta e ilustra o oceano que há nela



Poeta da solidão e pintora da fantasia

# Daniel Arthur Filipe



Fascinado pelo bizarrão nesta era de excessos

# Cerqueira Joana Ramalho



Vive no mundo dos desenhos animados

# Jos\* Micaela Fik-



Entre as palavras e o pincel, o controlo e o telecontrolo



A volta da pintura, desenhos e viagens

# -off Zé dos Castelos



Fruto de mix de diferentes mundos criativos



Arquiteto dos palacetos onde somos viver

# The weight of mental health

2021 . INFOGRAPHICS . EDITORIAL . COLLAGE ILLUSTRATION

*The Weight of Mental Health* is an experimental project in infographics, editorial design and digital illustration. It served as a design exercise developed during the study of these topics for the project *Manicomio*.

Using real data from the *Institute for Health Metrics and Evaluation*, this project presents a series of infographics, styled as a magazine article, that showcase the global prevalence of mental disorders, with a particular focus on Portugal. It transforms this data into compelling visual narratives through collage and image processing techniques.

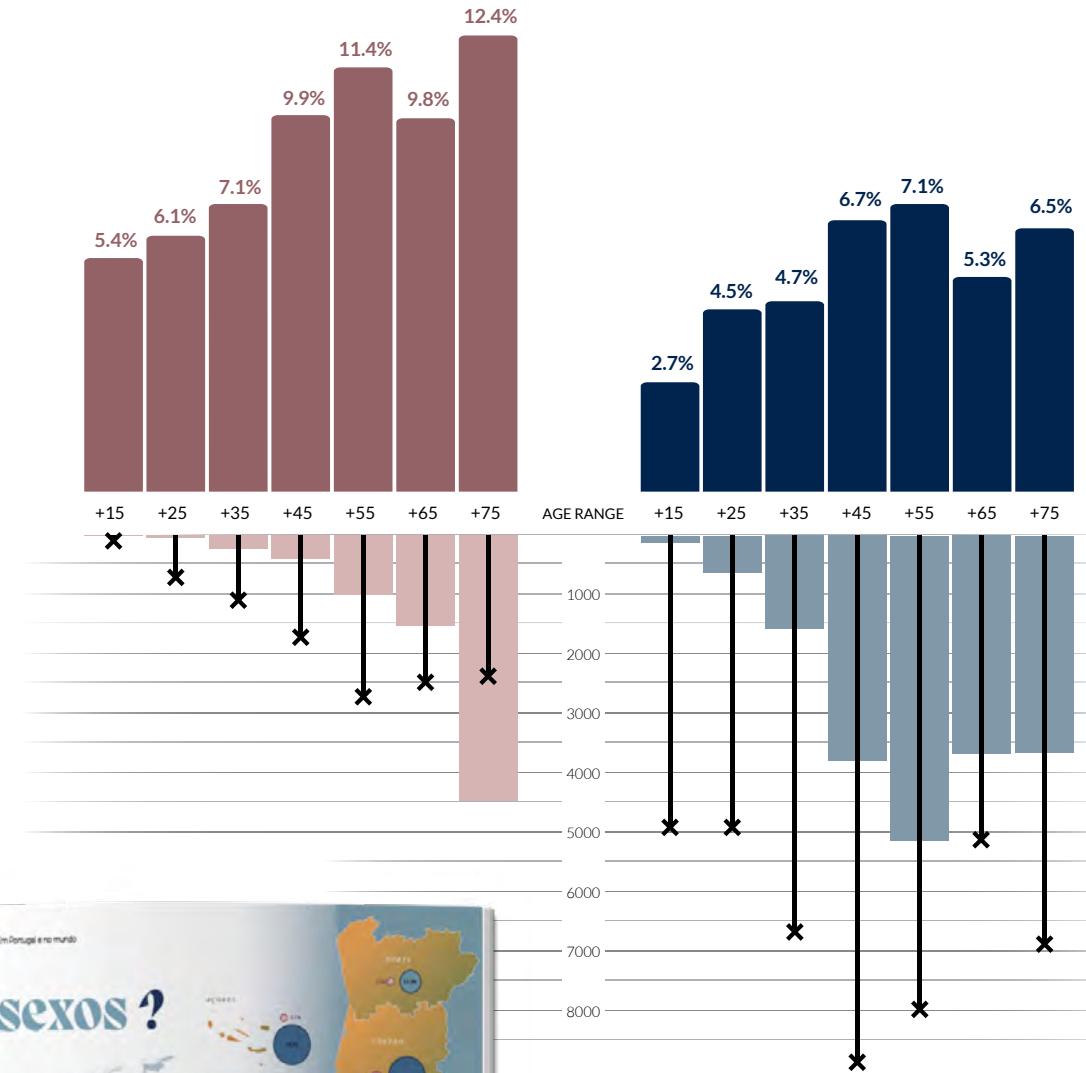
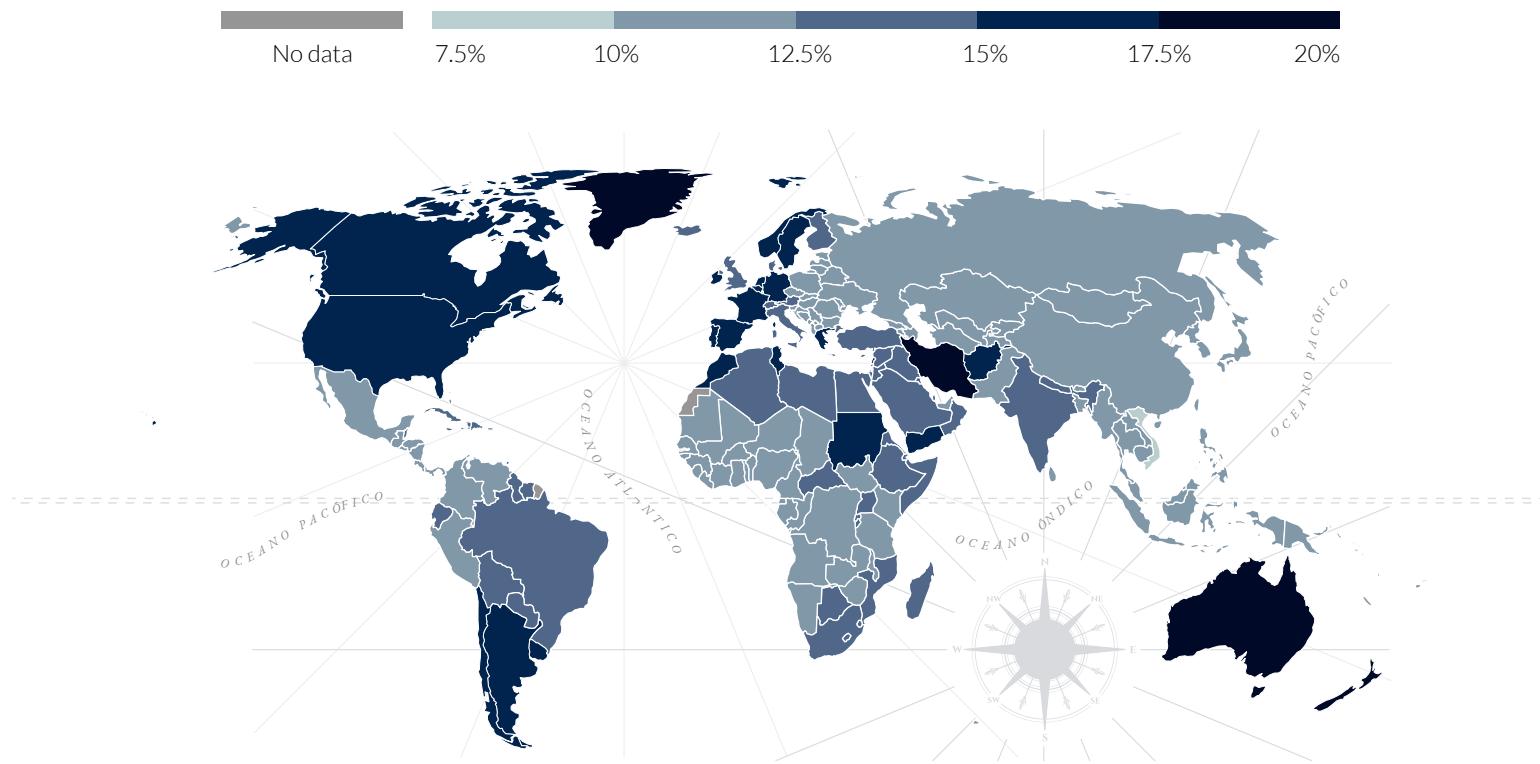
The project explores the world's population affected by mental disorders and reveals the most common mental diseases in Portugal. Additionally, it examines gender disparities and delves into territorial differences by mapping these rates across the country.



Global Burden of Mental Disease and substance use disorders, IHME 2017



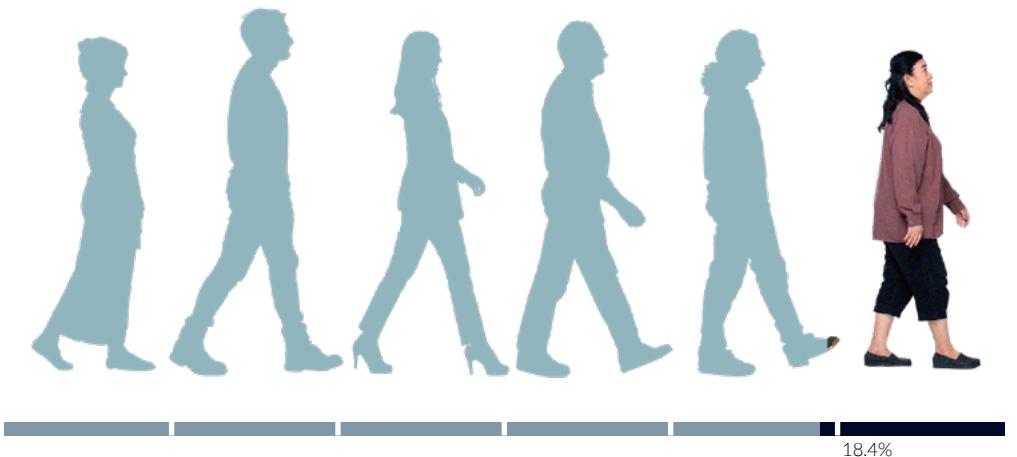
### Global Burden of Mental Disease and substance use disorders, IHME 2017



Mental illness in Portugal by gender and age group, and number of deaths related to it, Eurostat Database 2015

W % POPULATION WITH MENTAL ILLNESS  
M MORTALITY RELATED TO MENTAL ILLNESS

✗ NR DEATHS BY SUICIDE



Mental illnesses in the Portuguese population, IHME 2018



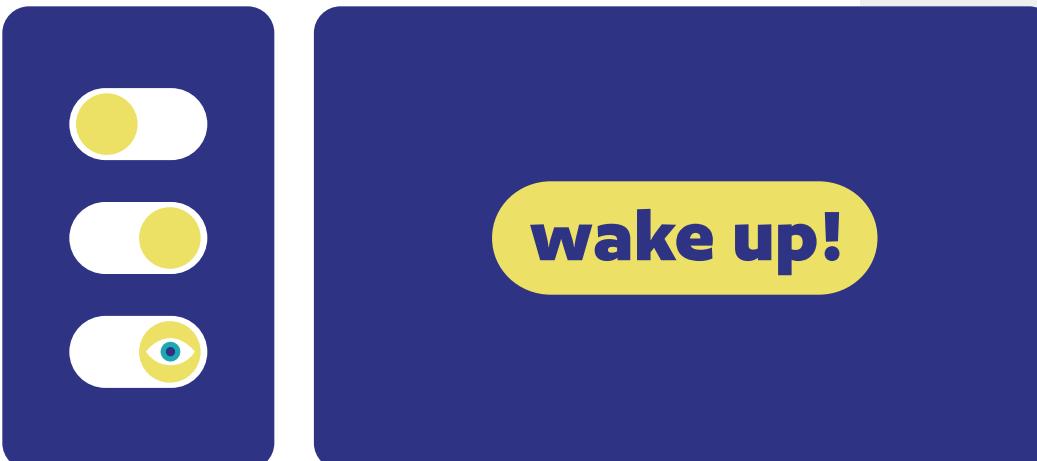
# WAKE UP

2024 . PORTO. CONCEPT . LOGO . BRANDING

In the context of the climate transition, Porto City Council developed this project as part of the *Porto Climate Pact*, under the *NetZeroCities* initiative and funded by the *European Union*.

The project will lead to a mobile app to empower citizens based on their consumption patterns, providing personalized tips for impactful changes in key areas (water, energy, mobility, waste and consumption) and rewarding their sustainable habits.

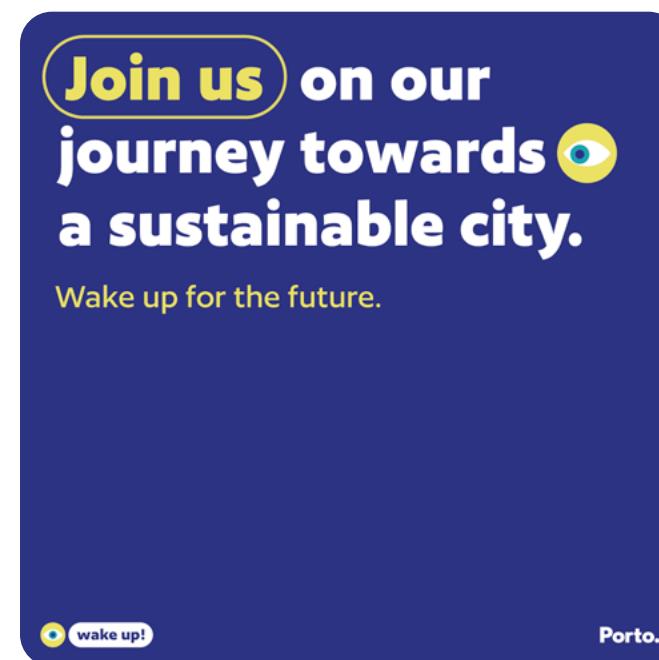
The brand identity, tone of voice and values were developed alongside the graphic universe and it reflects a vision of a collaborative and sustainable future for Porto, aiming to bring everyone together for a shared goal.

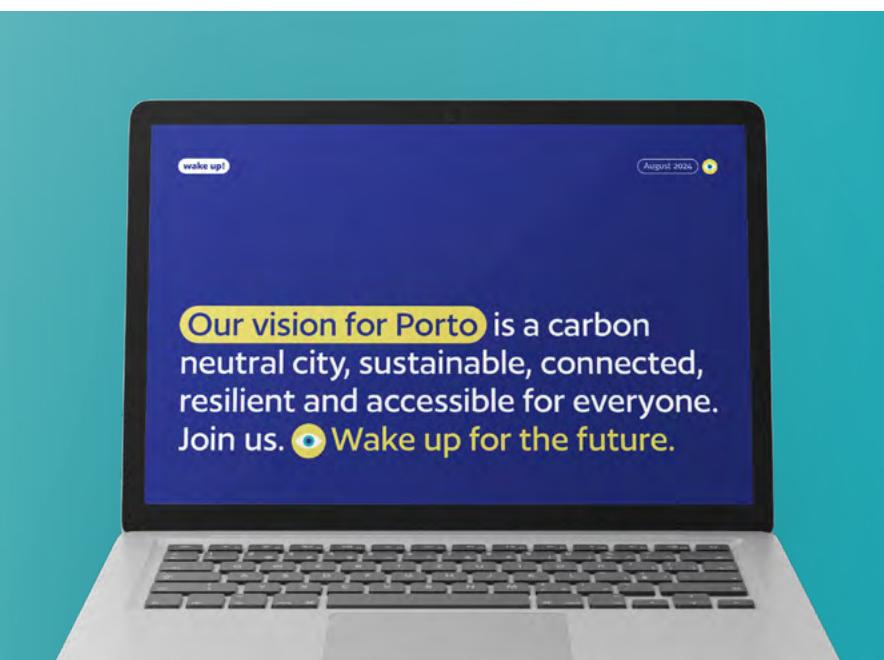




'We need everyone's eyes on the future' is a call for all citizens to wake up and stay aware for the need to embrace this collective mission.

The eye became a central symbol, representing awakening and awareness. It embodies the idea of staying alert, looking ahead and united in this collective vision for the future of Porto.





wake up! Our Vision WAKE UP APP Partners News Get the App

## The app that allows you to help make our vision for Porto's future, a reality!

This project aims to support and empower citizens by offering tools and resources that promote informed decisions and induce greater sustainability in crucial areas such as water, energy, mobility, waste management and consumption.

wake up!  
and make our city rise and shine.

green sustainable digital collaborative digital resilient  
connected prosperous equitable efficient inspiring vibrant  
clean safe accessible intelligent healthy equitable

WE NEED ALL EYES ON THE FUTURE.

Join us on our journey towards a sustainable city



# Roadmaps with imPact

2024 . PORTO . MEDIA . EDITORIAL . PRINT

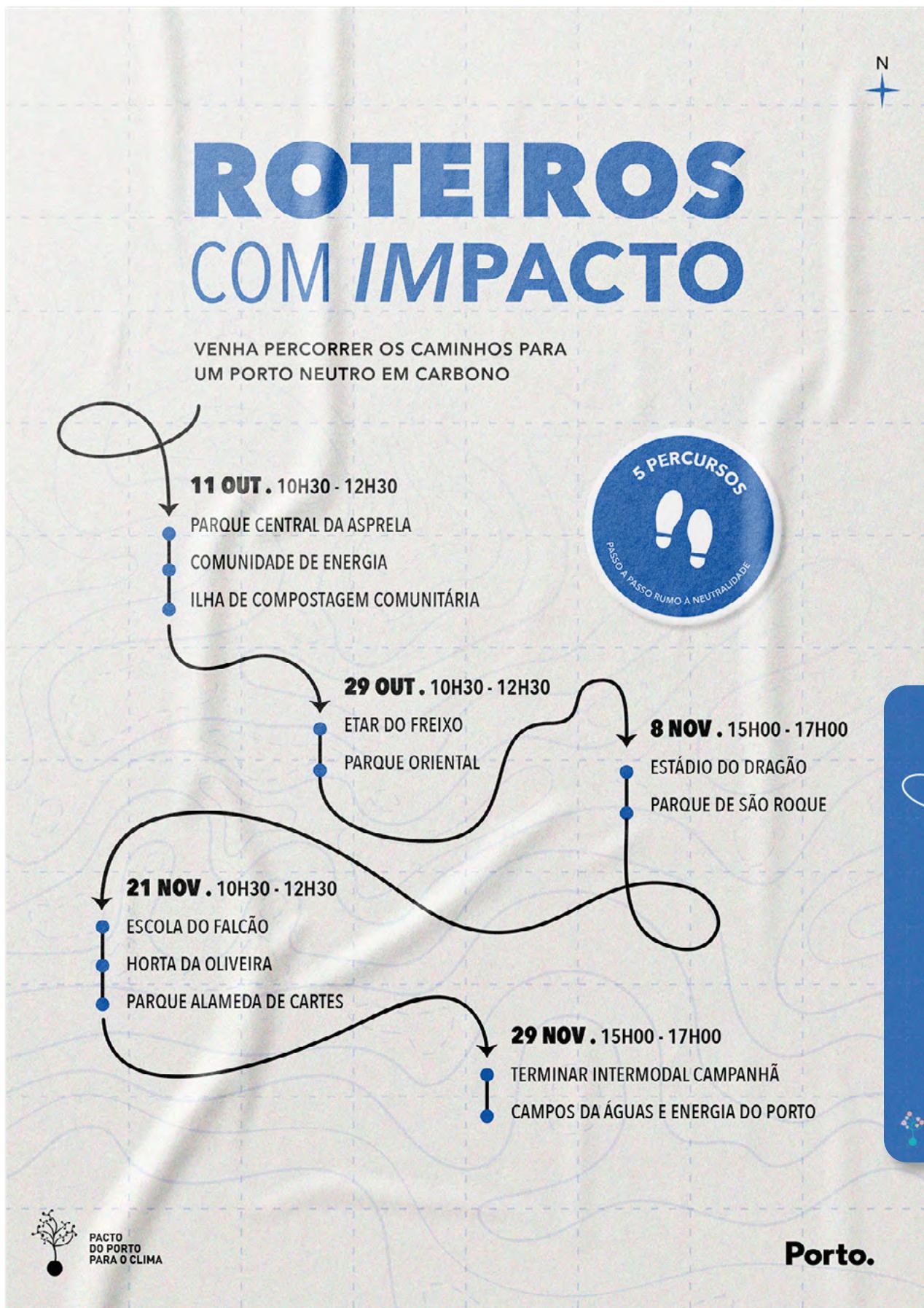


*Roadmaps with imPact is a project under the Porto Climate Pact, to showcase effective solutions across the city for climate action.*

*The first season of this project introduced five roadmaps that guided participants through different institutions and public spaces, highlighting initiatives that contribute towards the city's decarbonization efforts. The goal was to invite everyone to "Walk the paths for a carbon neutral Porto. Step by step towards neutrality."*



*The design concept draws inspiration from old paper maps, using textured backgrounds, topographic lines and orientation elements to create a sense of exploration.*



This visual identity was applied to a poster, social media posts, banners and newsletter visuals to introduce and spread the initiative. Additionally, a leaflet was created for each one of the five roadmaps, providing key information about the featured locations.





Some pictures of the leaflets distributed at the Roadmap events



# The metamorphosis

2018 . EDITORIAL . COLLAGE ILLUSTRATION



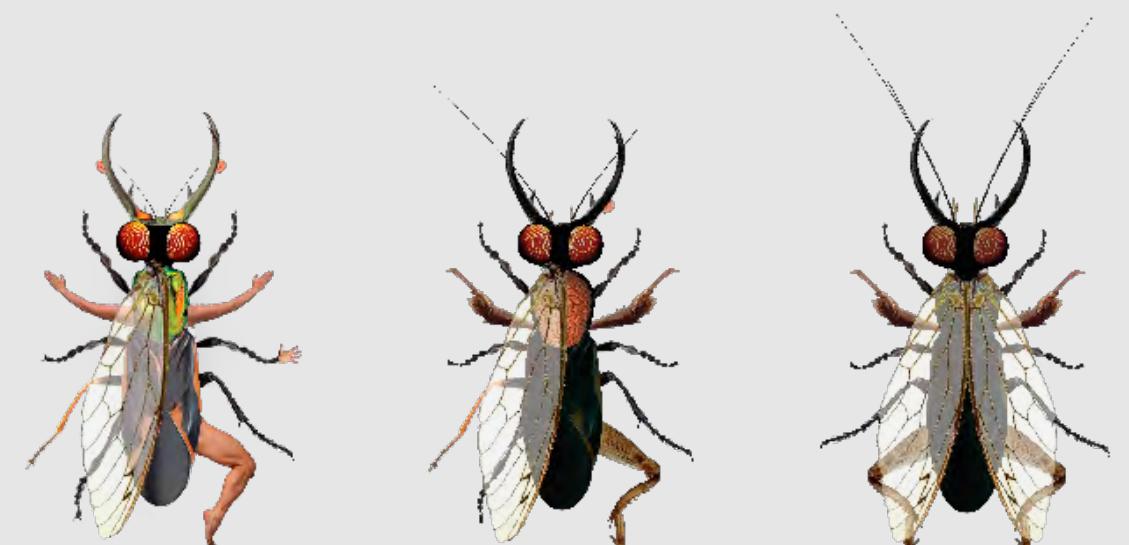
*This project is an editorial and illustration design exercise for Kafka's book 'The Metamorphosis'. The bizarre and eccentric story of a man who transforms into an insect inspired a design concept centered on mystery and transformation.*

*The front cover features the shadow of a man, while the back cover shows the shadow of an insect — a visual representation of the transformation that unfolds throughout the story. This image reflects the protagonist's journey and gradual loss of humanity throughout the book.*





In this pocket-sized edition, each of the three chapters features a progressive collage where human and insect parts merge. As the story unfolds, the human elements gradually vanish, replaced entirely by insect anatomy—mirroring the protagonist's loss of humanity.



CHAPTER  
ONE

CHAPTER  
TWO

CHAPTER  
TREE

# Thanks.



Thank you for your time.  
Let's get in touch!