

GRAPHIC DESIGNER
AND RESEARCHER

My commitment is to
decipher complex information
to tell compelling stories
with design principles and
produce graphical statements
that challenge and improve
our perspectives.

CONTACT

linkedin /aliceviggiani
aliceviggiani.com
aliceviggiani@gmail.com

BASICO.COM E-COMMERCE

Art Director and Head of Design
Jan 2017–Apr 2018
São Paulo, Brazil

A brand that produces basic yet excellent
clothing and sells through e-commerce.
I led the design across three main projects:

Headed the redesign of the website’s user
experience and interface on the occasion
of platform migration. The new design project
was then adapted to other brand productions,
such as marketing and store signage;

Restructured and optimized the monthly photo
shoot by increasing its efficiency and
the quality and variety of images by three.
At the same time, proposed a new system
for the flow to the images database;

Managed the team for creating campaigns and
all other daily tasks while heading the major
project. Communicated with all departments to
organize priorities and improve productivity.

LOGOS STUDIO

Senior Graphic Designer
Sep 2015–Dec 2016
São Paulo, Brazil

A Brazilian graphic design studio driven
mainly by a modernist approach. I did:

Actively managed the process for the studio
projects, from concept and design to execution,
tests, and graphic production, and was liaison
contact for clients and third parties;

Independently developed projects contributing
to essential concepts, as well as managed flow
of projects and tasks;

Developed a broad design field range,
including visual identities, UX, UI,
editorial, and publishing.

*Book *Oscar Niemeyer* was selected for
the 12th ADG Exhibition, 2015, Brazil.

SÃO PAULO MUSEUM OF ART, MASP

Graphic Designer
Mar 2015–Aug
2015 São Paulo, Brazil

One of the most prominent museums in Latin
America. As part of the first design team, I:

Effectively implemented and improved the new
visual identity. Conducted the switch to
the fresh new look in an active museum at
the same time adapting it to the museum’s
departments –exhibitions, editorials,
signage, marketing, institutional, and
the website, among others;

Actively contributed to iconographic
surveys by searching in the internal and
external collections for the exhibitions
and publishings to enrich their database,
besides contributing with references to
the original museum’s radical fundamentals;

Communicated with every department that had
visual demands, facilitating interdepartmental
collaboration, as well as optimizing overlaid
tasks, and aligning deadlines.

BAMBOO MAGAZINE

Graphic Designer
Sep 2012–Feb 2015
São Paulo, Brazil

An architecture, design, and lifestyle magazine with a renowned graphic project. In support of a weighty design project, I:

Creatively improved the graphic project by inventing original and appealing layouts while maintaining the identity. The team won multiple national and abroad awards;

Led the conception of processes by assembling the design system with templates, tokens, and patterns. Thus optimizing time and, mainly, ensuring consistency and scaling;

Managed our team's workflow and led communications with third parties. Also, I drafted storyboards for the magazine and suggested any adaptations.

WARRAKLOUREIRO STUDIO

Intern Designer
May 2010–Aug 2012
São Paulo, Brazil

Studio of noted designers focused on cultural content and editorials. For this role, I:

Accurately developed templates and patterns to notably increase the productivity of composing intern book pages. As a result, the studio acquired a greater demand for it;

Was responsible for composing books, applying visual identity, accompanying physical production, and researching iconography.

EDUCATION

POSTGRADUATE IN INFOGRAPHICS AND DATA VISUALIZATION

Parsons New School of Design
Aug 2023–June 2024
New York, United States

MASTER'S IN DESIGN

Faculty of Architecture and Urbanism of the University of São Paulo, FAU USP
Mar 2019–Jun 2022
São Paulo, Brazil

*Selected for the exhibition
MCB Design Award, Brazil, 2023.

BACHELOR'S IN ARCHITECTURE AND URBANISM

Faculty of Architecture and Urbanism of the University of São Paulo, FAU USP
Feb 2008–Dec 2014
São Paulo, Brazil

COMPLEMENTARY EDUCATION

Cooper Union
Jul–Aug 2022, 24h
Introduction to Information Design and Data Visualization

ECA USP

Mar–Jul 2013, 48h
Daily Press and Infographics

Folha de S.Paulo Newspaper

Apr 2013, two-weeks
Apprenticeship in the newspaper's Data Visualization Department.

EDUCATIONAL PROJECTS

CV

ALEXANDRE AND LAIS WOLLNER'S COLLECTION

Researcher and archive editor
Feb–Nov 2021
São Paulo, Brazil

Played a crucial role on the occasion of the donation of the collection –one of the most relevant in Brazilian design history– by the Alexandre Wollner family to the FAU USP Public Library. Led and mediated the initiative to establish the archive.

Then, I had the privilege of being charged directly by the family to head the structuring and cataloging of it. In addition, I designed the collection ex-libris to be stamped on its items.

FOTOENSAIO COURSE:

AN EDUCATIONAL PHOTO MAGAZINE

Co-founder, teacher, and graphic designer
Mar 2019–Jul 2022
São Paulo, Brazil

It is a hands-on course about visual essays conducted through the production of a photo magazine. In collaboration with a photographer, the course goes from theory and guided photo shoots to the edition, design, and printing of the material. Thus, students enrich their personal portfolios.

The course feedback was nearly unanimously positive, confirmed by almost one-third of students returning to redo the course.