


# ANDREIA FÉLIX DESIGNER

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 /andreiafelix

I'm a Visual Designer with 12+ years of experience. I worked in different fields, from advertising to corporate brochures, to digital banners and web design but I also enjoy crafting and using my hands instead of computers. I took a break to grow in a very different field (sewing patterns) where I made sewing patterns for the home seamstress and created a website to sell them, I went exploring the world, illustrated a series of children's books, and more recently I started a YouTube channel with crafting tutorials focused on sewing clothes. Now I'm looking for new challenges and for the opportunity to learn new things.

## EDUCATION

### 2002-2006

BFA in Visual Design at IADE, "Instituto Superior de Artes Visuais, Design e Marketing" in Lisbon Portugal.

### August 2014

Human-Centered Design: an Introduction (Coursera)  
University of California, San Diego

### July 2015

Prototyping Interaction (Iversity)

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Premiere  
Microsoft PowerPoint  
CSS  
HTML  
Microsoft Word  
Microsoft Excel  
JustinMind Prototyper  
Figma

## DESIGN SKILLS

Branding	Web Design
Print Design	Print Work
Vector Design	Book Design
Logotypes	Infographics
Layout Design	Video Editing
Presentations	UI Design
Illustration	

## LANGUAGES

Portuguese (native)  
English (full proficiency)  
Spanish (basic)

## PASSIONS



arts



reading



cooking



sewing

## WORK EXPERIENCE

June 2016-May 2018

**MICROSOFT Dublin | Ireland microsoft.com**  
DIGITAL DESIGNER

At Microsoft, I was part of the UX team working for the Microsoft Store websites (Europe/MEA). I designed banners and DemandGen banners that could be used in third-party websites. I have worked in Back to School, Holiday campaigns such as Black Friday, following the brand guidelines and using internal Microsoft applications apart from the Adobe Creative Suite.

Sept 2013 - June 2016

**ACCENTURE Dublin | Ireland accenture.com**  
GRAPHIC DESIGNER

At Accenture I was created eCards, eBanners, brochures, posters, Outlook newsletters and merchandising according to the Accenture branding guidelines. I developed PowerPoint presentations for Accenture departments all over the world which are used in customer presentations, bids, and internal events, and I've created infographics for communication and events. I also worked on the Digital team, designing websites and other digital projects like The London Innovation Centre.

May 2012 - Aug 2013

**MACIV - Remote - maciv.com**  
HEAD OF ART

I was responsible for the whole branding and identity creation of the company, as well as catalogues and brochures for customer engagement and stationary for company use. I designed and developed the two main websites of the company. I designed and developed mobile websites specifically for the Brazilian market. I have also designed and helped develop an e-commerce website.

Oct 2011 - Mar 2012

**EMOTIVE Lisbon | Portugal emotivedesign.pt**  
GRAPHIC DESIGNER

In Emotive Design I have created the graphic and web layouts for the flying school "ATCentro", I also designed advertising campaigns and developed graphic materials for several real estate agencies in Portugal. I have designed promotional flyers and a stand for the Health Clinic "Fisiotorres" and the campaign layouts for promoting "Sacolinha", a pastries franchise on social networks. I created a marketing campaign proposal and web design for the "Hospital Veterinário da Bicuda" animal hospital image overhaul project. I also developed a proposal for a layout for the dossier "EDP Home Energy", a method for auditing your home energy consumption.

May 2010 - Jan 2011

**CREATION Lisbon | Portugal creation.com.pt**  
GRAPHIC DESIGNER

In Creation I developed graphical work for several brands including ASUS, Petrotec, Adega do Redondo, Ngol, ENI Angola. Gained significant work experience in African markets, namely Angola. The type of work included corporate image, PowerPoint Presentations, image correction, magazine layouts and pagination, promotional comics and other sorts of advertising; products like catalogs, brochures, stationary, wine packages, Christmas cards, calendars, calendar planners and audit report graphics, among others.