

Hello, I'm Isa. A designer focused on building experiences for the digital space.

Education: Design Degree @ IADE

Lisbon, Portugal / 2009 - 2012

Software:

Figma

Sketch

Principle

Flinto

Invision

Adobe Photoshop

Adobe Illustrator

Apple Keynote

Senior Visual Designer @ Huge

Singapore & Tokyo, Japan / 2020 - Present

I've been working with the teams in Tokyo and Singapore, creating immersive experiences for Procter & Gamble while ensuring their successful implementation. I'm also helping establish design concepts for pitches and define the visual language for digital products in the Asia-Pacific market.

Senior Designer @ Hello Monday

New York City, USA / 2019 - 2020

At Hello Monday I worked primarily with the team at Google crafting digital-first interactive experiences, defining the look and feel and elevate the user experience across a suite of products and services. I also helped create visual identities, shaping the user interface and define design guidelines for upcoming brands.

Visual Designer → Senior Visual Designer @ Huge

Singapore / 2016 - 2019

At Huge I was focused on building digital experiences for the Asia-Pacific region with Procter & Gamble. I got a chance to work on large-scale digital products while also developing new concepts for emerging brands. I was responsible for defining the visual language, concepting, prototyping digital experiences and create design systems.

Digital Designer @ Nanilani

Tokyo, Japan / 2015 - 2016

Nanilani is a Japanese branding and experience design agency who works as a creative partner for clients such as Adidas, Rakuten, Universal Studios, All Nippon Airways, Jins, Casio and Softbank. I was responsible for the conceptualization and design execution of campaigns and projects. Additionally, I've helped foster diverging perspectives within our design team by bringing new design inputs from the western design culture.

Digital Designer @ BY Living Brands

Lisbon, Portugal / 2014 - 2015

At BY Living Brands I worked alongside a team of designers, developers, copywriters and account services to create visual designs and interactive



experiences for brands such as FOX, National Geographic, 24 Kitchen and Honda. I also helped create engaging and creative content for social media platforms.

Designer @ Ray Gun Creativity Worldwide

Lisbon, Portugal / 2012 - 2013

Following my internships, I started my first full-time role at Ray Gun creating advertising campaigns for Nintendo and Durex. I worked across print, digital, TV and helped shape the look and feel of seasonal campaigns. Having a background in illustration, I was also involved in storyboarding and character design projects.

Intern Designer & Illustrator @ Young & Rubicam

Lisbon, Portugal / 2010 - 2011

During my Design Degree, I joined the team at Young & Rubicam to learn and help create storyboards to effectively communicate ideas for advertising campaigns and TV commercials for brands such as BMW, Compal and Caixa Geral de Depósitos. I also assisted in a few post-production projects.