

GRAPHIC DESIGN  
WEB DESIGN  
WEB DEVELOPMENT

# LAU RA PAIS



## ABOUT ME

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I'm Laura Pais, a designer from Coimbra, Portugal.

Graduated in Design and Multimedia at the University of Coimbra and currently finishing my master's degree in Design and Multimedia, a course that combines programming and design. My main areas of interest are graphic design, generative design, web design, web development, and typography.

Strongly motivated with what I produce, I consider myself creative, committed, dynamic and able to work in group and collaboration. I'm passionate about music, typography, cinema, travelling, and **designing cool stuff.**

# EDUCATION

**2018—2021**

**Bachelor in Design and Multimedia  
University of Coimbra**

Completed with an average of 17.3/20.0

Core course units: Multimedia Programming, Theory of Design and Communication, Typography, Project 1 — Web Identity, Typography in Digital Media, Audiovisual Production, Project 2 — Audiovisual, Project 3 — Multimedia Applications, Interactive Media Design, Project 4 — Interactive Multimedia, Introduction to Artificial Intelligence.

**2021—2023**

**Master in Design and Multimedia  
University of Coimbra**

Attending 2nd Year

Core course units: Web Development, Communication Design Workshop, Advanced Typography, Computational Creativity for Design, Multimedia Design Workshop, Communication and Digital Marketing, Generative Design.

# WORK EXPERIENCE

**2023**

**Communication Materials — "Apresentação do Projeto de Arquitetura", DARQ**

Communication materials developed for the event "Apresentação do Projeto de Arquitetura", DARq.

**2022—2023**

**Visual Identity, Web Design & Web Development — A LESTE**

Visual identity, communication design, motion design, social media management, web design and web development for the chimney cake store and company A Leste.

**2022**

**Visual Identity, Web Design & Web Development — MC Hospitality Advisors**

Visual identity, web design and web development for the company MC Hospitality Advisors.

**2021—2022**

**Visual Identity, Web Design & Web Development — "Ciclo de Conversas Design + Multimédia"**

Visual identity, web design, web development and communication materials for "Ciclo de Conversas Design + Multimédia" 2021 edition.

**2020**

**Web Design — Oqopo**

Website design for the Oqopo company.

**2019**

**Graphic Design — Fluidomica**

Summer internship in the graphic design area, where media such as posters, business cards, catalogs were developed.

**2017**

**Graphic Design — Oqopo**

Packaging design of a range of products for the Oqopo company.

2021—2022

## EXHIBITIONS

Participation with "Crimes Exemplares" in the collective exhibition "Formas: do Texto Tangível ao Imaterial" in Convento de São Francisco, Coimbra (from November 7th, 2021 until January 2nd, 2022).

## DIGITAL SKILLS

Adobe InDesign  
Adobe Illustrator  
Adobe Premiere  
Adobe Lightroom  
Adobe After Effects  
Adobe Photoshop  
Figma

HTML  
CSS  
Processing  
P5.js  
JavaScript  
PHP  
SQL

## LANGUAGES

**Português** — Native Language  
**Inglês** — Fluent

## EXTRA CURRICULAR

**PCD@Coimbra 2021** — Participation in Generative Type Design Workshop

**Ciclo de Conversas Design e Multimédia** — Presentation of the event's visual identity

**PCD@Coimbra 2020** — Participation in P5.js Workshop

**Tetsu Kondo** — Participation in Multimedia Design Workshop

**Anozero'19 (Tipografia Damasceno, Coimbra)** — Participation in Letterpress Workshop {.(...).}

**Anozero'19**—Volunteer and Assembly Collaborator of the biennial Anozero

2021

2020

2019