

**GRAPHIC DESIGNER
DIGITAL DESIGNER**

LAU RA PAIS



ABOUT ME

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I'm Laura Pais, a designer currently based in Porto, Portugal. I have a Master's and a Bachelor's degree in Design and Multimedia from the University of Coimbra.

My main areas of interest are graphic design, web design, web development and typography. My working method focuses on the digital domain, taking advantage of my technological proficiency. I also have strong capabilities in producing editorial materials, combining digital and print design.

Strongly motivated by what I produce, I consider myself creative and committed. Beyond the pixels and vectors, I enjoy working in a team, finding energy and inspiration in dynamic group environments. I'm passionate about music, cinema, traveling, and **designing cool stuff.**

EDUCATION

2018—2021

BACHELOR IN DESIGN AND MULTIMEDIA UNIVERSITY OF COIMBRA

Completed with an average of 17/20

Core course units: Multimedia Programming, , 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

Completed with an average of 19/20

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—Now

DESIGNER ATELIER NUNES E PÃ

Professional internship where visual identities, motion design and web design were developed.

2023

GRAPHIC DESIGN PRESENTATION OF THE ARCHITECTURE PROJECT — DARQ

Communication materials for the event *Apresentação do Projeto de Arquitetura*, Department of Architecture, University of Coimbra (Freelance).

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 A Leste (Freelance).

2022

VISUAL IDENTITY, WEB DESIGN & WEB DEVELOPMENT MC HOSPITALITY ADVISORS

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

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 (Freelance).

2020

WEB DESIGN — OQOPO

Web design for the Oqopo company (Freelance).

2019

GRAPHIC DESIGN — FLUIDOMICA

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

DIGITAL SKILLS

Adobe InDesign

Adobe Illustrator

Adobe Premiere

Adobe Lightroom

Adobe After Effects

Adobe Photoshop

Figma

HTML

CSS

Processing

P5.js

JavaScript

LANGUAGES

Português — Native Language

Inglês — Fluent

EXTRA CURRICULAR

2021

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

2020

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

2019

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

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