GRAPHIC DESIGN
WEB DESIGN
WEB DEVELOPMENT

LAU
RA
PAIS

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ABOUT ME

I'm Laura Pais, a designer from Coimbra, Portugal. I hold a Master's degree in Design and Multimedia from the University of Coimbra.

Creative coding and graphic design operate together in my working method as a way of turning static design into dynamic design with the interaction and participation of the user.

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 or collaboration. I'm passionate about music, 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, Comunication and Digital Marketing, Generative Design.

WORK EXPERIENCE

2023

Communication Materials,
Apresentação do Projeto de Arquitetura, 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 devlopment 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
Website 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.

2017

Graphic Design, Oqopo
Packaging design of a range of products for the Oqopo company (Freelance).

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	HTML
Adobe Illustrator	CSS
Adobe Premiere	Processing
Adobe Lightroom	P5.js
Adobe After Effects	JavaScript
Adobe Photoshop	PHP
Figma	SQL

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