

GRAPHIC DESIGN  
WEB DESIGN  
WEB DEVELOPMENT

# LAU RA PAIS



## ABOUT ME

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I'm Laura Pais, a designer from Coimbra, Portugal. I hold a Master's and Bachelor'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, Communication 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 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**

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).

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

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