

Creative Designer

# Márcia Marques



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Brand and UI Designer at  
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Agency

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Graphic Designer at  
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a Virtual Reality Experience

- Master's final project, demonstrated in over 5 tech conferences and events, including Beta Festival (Dublin, Ireland) and RENDR Festival (Belfast, UK)
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Photography

# About Me



# About Me

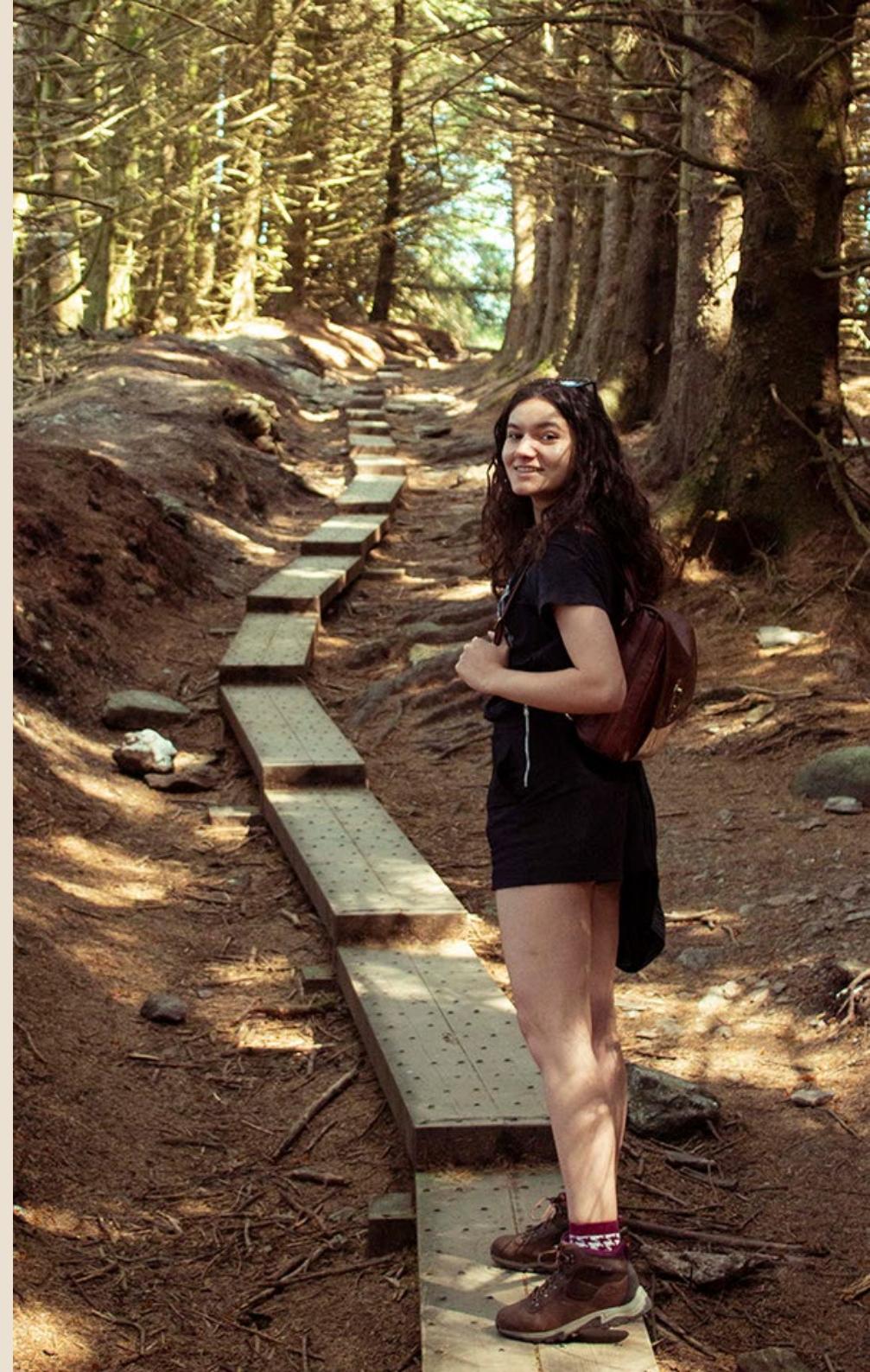
Creativity drives my passion for impactful projects that come to life through visual storytelling. With expertise in graphic design, web design, photography, virtual reality and videography, I constantly strive to push boundaries and explore new ideas. **My goal is to captivate audiences, evoke emotions, and foster meaningful connections in the digital realm.**

I recently finished my tenure as a **Brand and UI Designer** at **DPDK**, a digital agency based in Rotterdam, where I had the opportunity to work with big clients such as the Rotterdam Zoo, DCSA and Yields, helping them achieve a cohesive brand identity with illustrations, UI web elements, videos, and printed pieces, such as booklets, brand books and advertisement posters.

Last year, I completed my **Master's degree in Interactive Digital Media** at **Trinity College Dublin** with First Honours. This program equipped me with a strong foundation in graphic design, web development, programming (HTML, CSS, JavaScript, C#), audio and video technologies (Reaper, Adobe Creative Cloud), and game design (Unity). These skills enable me to have a broad understanding of how to create compelling digital experiences and work together with professionals in different fields that contribute to that same end goal.

You can see in the next pages my recent work, as well as past experiences, freelance projects and my Master's final project.

**My Contacts can be seen on the last page.**



# About Me

## Software and tech used:

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, XD
- **Programming Languages:** HTML, CSS, JavaScript, EJS, SQL, Bootstrap, C#
- **Others:** Unity, Figma, 3DS Max, Insta30Studio, Reaper, Audacity, Processing

## Brands I worked with:



yields



Persil

XTRA



DPDK

DPDK - A Creative Agency  
Brand & UI  
Design



# Diergaarde Blijdorp

## Campaign Digital Ads

One of our clients at DPDK, Diergaarde Blijdorp - the Rotterdam Zoo-, created a campaign around saving the underwater treasures as a way to advertise their efforts in doing so and appealing to the public to donate and help them on their projects, as well as buying tickets to visit the zoo.

For this campaign I created two main visuals as shown below: the Caribbean sea with the turtles and coral reefs as the main focus point and the North sea with the sea horse as the main focus. These images were created on Photoshop through a mix of real stock photos of the animals and scenery and the AI Generative Fill property of the software. The remainder of the visuals for this campaign consisted in real images from the projects. These visuals, then paired with the copy, were produced in different formats for digital ads and Google Display ads in Adobe XD, as shown on the right side.



A row of four digital ads for the campaign. The first ad shows two people working on a large underwater vehicle. The second ad shows a child looking up at an aquarium display. The third ad is a close-up of a coral reef. The fourth ad shows a sea turtle swimming. All ads feature the text 'RED DE ONDERWATER SCHATTEN' and 'Samen brengen we koraal weer tot leven'. Dates '22 april - 5 juli' and call-to-action 'Koop je tickets!' are also present.

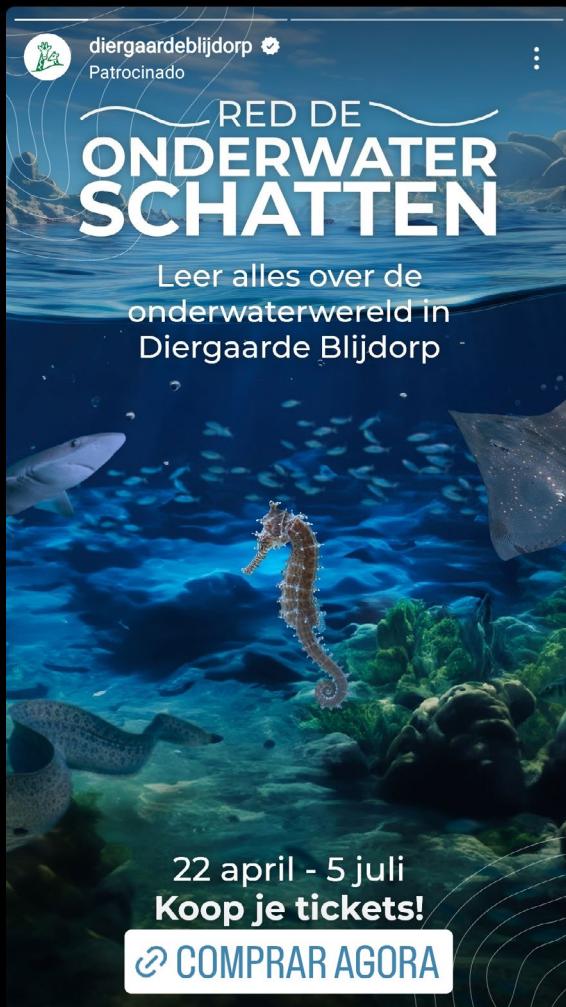
A row of four digital ads. The first ad features a seahorse and the text 'Leer alles over de onderwaterwereld in Diergaarde Blijdorp' and 'Koop Je tickets!'. The second ad shows a sea turtle and the text 'Duik in de wereld van Diergaarde Blijdorp'. Dates '22 april - 5 juli' and call-to-action 'Koop je tickets!' are included. The third ad shows a person in an aquarium and the text 'Samen brengen we koraal weer tot leven'.

A row of four digital ads. The first ad shows a person working on an underwater vehicle with the text 'Samen helpen we zeeschildpadden in nood'. The second ad shows a sea turtle with the text 'Ontdek wat Blijdorp doet om onze onderwaterschatten te beschermen'. The third ad shows a person in an aquarium with the text 'Samen brengen we koraal weer tot leven'. All ads include dates '22 april - 5 juli' and call-to-action 'Koop je tickets!'.

DPDK

# Diergaarde Blijdorp

Examples in action  
Instagram stories



# Diergaarde Blijdorp

Examples in action

“Swipe the plastic away” - Organic Social Media Post Assets



DPDK

# Diergaarde Blijdorp

## Illustration Library & Branded Assets

One of the initial tasks I was given at DPDK for this client was to populate the vast illustration library that the Rotterdam Zoo wanted to build to use in advertisements, social media posts and educational content targeted at children. I designed more than 30 scientifically accurate animals and plants present in the zoo. Some are based on real photographs and some are referenced with the help of Adobe Firefly, an AI image generator.

Besides illustrations, I designed UI web icons, stationary, to-go reusable cups, photo frames, posters, booklets and brochures. All keep brand consistency as shown here. I, additionally, captured video, together with the videographer, for one of the campaign's advertisements - Liefde in het Dierenrijk, which can still be seeing on their Instagram page - and helped with sound design.

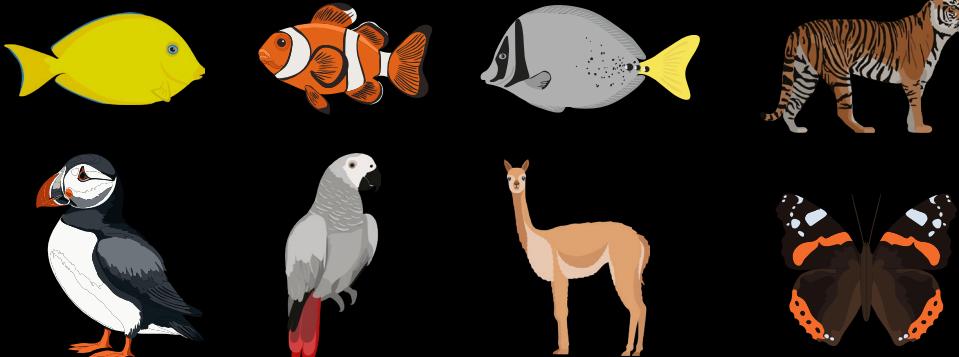


Illustration Library - just a few of the 50+ illustrations

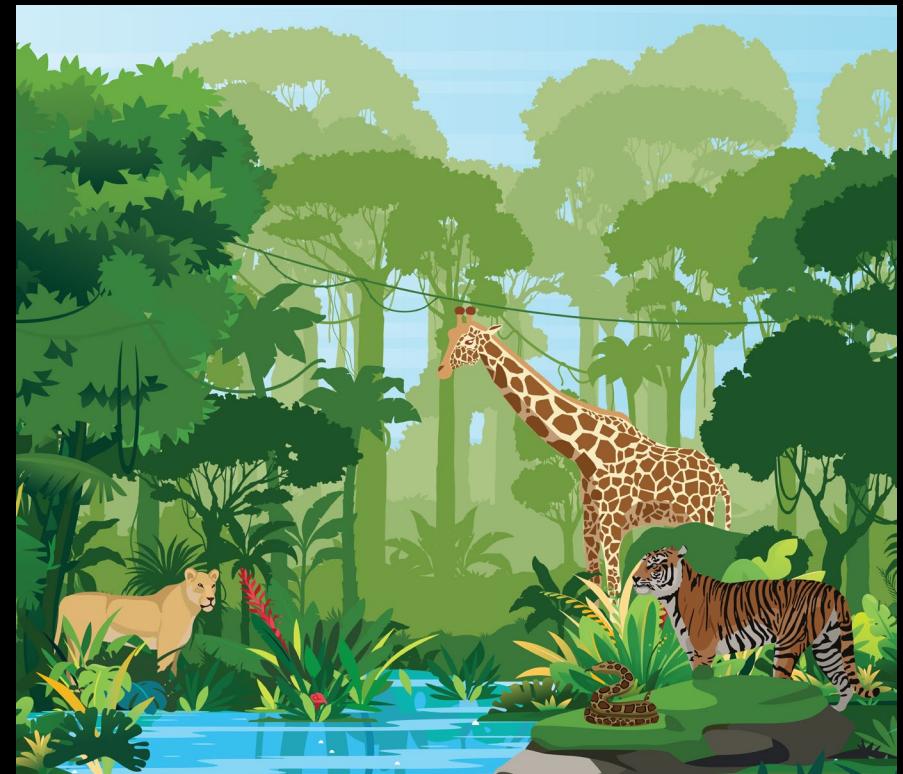


374 gastos  
diergaardebijldorp De liefde hangt in de lucht  
Diergaarde Blijdorp. Loop over Lovers' Lane en kom van alles te weten over liefde in het dierenrijk. Langs de route vind je ook tal van romantische fotoplekken waar je samen met je geliefde jullie liefde kunt vereeuwigen. Wees er snel bij, want Lovers' Lane sluit op 25 februari. Love is in the air! Bestel je ticket op onze website.  
#liefdeindierenrijk #fotomoment #foto #love  
17 de fevereiro · Ver tradução

Instagram Posts & Illustrated Photo moments



Reusable Cup Illustration



Children's Theater Backdrop

DPDK

# Diergaarde Blijdorp

Examples in action



Reusable Cup with Illustrations



Illustrated Photoframes to in-site interactive moments

# Yields Brand Identity

At DPDK, I worked alongside a Senior Designer to create a client's brand identity, which included a revision of their name, a new logo, colour palette, typography, shapes and patterns and photography guidelines.

This brand identity was design for Yields, a company based in Belgium that handles model risk management. They are a company that works with small and medium sized financial institutions and they wanted to modernise and stand out from competition to gain new clients in well established markets.

The Yields' brandmark draws inspiration from the Lorenz system, commonly known as chaos theory. Chaos theory explores the study of apparently random or unpredictable behaviours within systems governed by deterministic laws. Contained within a square, the brandmark symbolises a deliberate control and mitigation of the inherent chaos. It is dedicated to mitigating risk within mathematical models, and this perfectly encapsulated what Yields does.

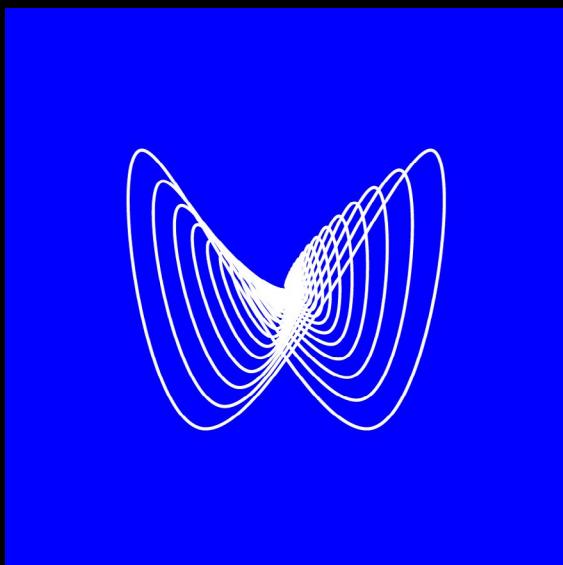
Once the brand identity was concluded, I additionally designed a presentation deck for their day-to-day use and put together the brand book.

The brand book is organized into several sections:

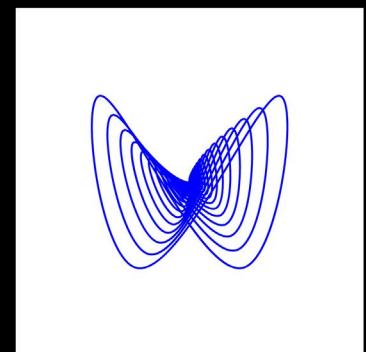
- Table of Content:** Lists the main sections: Logo, Colour Palette, Typography, Patterns & Brand Visuals, and Photography.
- Brandmark:** Describes the brandmark as a square containing a blue wireframe representation of the Lorenz attractor. It includes two variations: Primary Brandmark (blue square with white wireframe) and Inverted Brandmark (white square with blue wireframe).
- Wordmark:** Shows the word "yields" in a bold, sans-serif font, with "yields" in blue and "yield" in white. It includes "Primary Wordmark" and "Inverted Wordmark" variations.
- Colour Codes:** Displays the primary and secondary color codes in hex and RGB values.
- Photography Style:** Features a "Photography Moodboard" with a grid of various photographs related to business and office environments.
- Photography Guidelines:** Contains "Photography Guidelines" for team portraits, including tips like using a solid electric blue backdrop and diffused lighting.
- Logos:** Shows the primary logo in blue and the inverted logo in white.
- Colour Guide:** Provides a detailed guide for using the Yields brand colors.

# Yields Brand Identity

Examples in action



Brandmark



Horizontal Logomark Inverted

yields

# DCSA

## infographics and Personas Documentation

DCSA is a non-profit organisation established by the largest shipping companies in the world - MSC, Maersk, CMA CGM, Hapag-Lloyd, ONE, Evergreen, Yang Ming, HMM and ZIM - to align and standardise the container transportation services through digital solutions.

I worked very shortly on the DCSA project when I first started at DPDK, since it was already the last few weeks of the project. However, I designed some infographics for their internal team to help them better understand complicated information with clear and easily digestable graphics. I additionally did a full booklet with their personas and their characteristics so they can easily compare them.

**Shippers Persona:**

- Profile:** Patricia, 43 years old, Shippers, The Netherlands, Bachelor's Degree in Supply Chain Management.
- Characteristics:** Professional with a wealth of experience in supply chain management. Currently serving as the executive director of a company that prides itself in efficiently coordinating the transportation and delivery of Nike's products. She is always looking to stay competitive and stay ahead of the curve with market dynamics and sustainability is also on her radar.
- Goals:**
  - Efficiency and Cost Optimization: Reducing lead times, minimizing waste, and optimizing inventory management, in order to get higher margins.
  - Inventory Management and Demand Forecasting: Managing inventories of raw materials, manufacturers, and distributors. There is often a lack of reliable and accurate data, which requires accurate forecasting of the incoming stock (arrivals or customers) and future demand, in order to prevent stockouts or excess inventory.
  - Inclusivity and Ethical Practices: Prioritizing social responsibility, including environmental友爱, manufacturing and shipping practices, and labor practices. This includes monitoring suppliers' compliance with ethical standards and promoting transparency.
- Positioning:** High involvement in business needs (e.g., Janine - Head of Product, Peter - IT Architect), but low involvement in IT needs (e.g., Patricia - Business RN, Matt Supply Chain Manager).
- Standards:** Booking Process, Equipment Release, Track & Trace, API.

**Pain Points When Shipping:**

- Schedule visibility - delayed vessels often result in lost client opportunities.
- Inefficiency with (paper) bills of lading, lack of control over vessel and time-consuming bill amendments resulting in additional costs.
- Excessive time spent on administration.
- Compliance challenges with carriers and local legislation.
- Freight rates and pricing fluctuations.
- Operational inefficiencies at ports and disruptions in the supply chain.
- Indirectly affected by port inefficiencies.
- Lack of container availability.

**Obstacles Adopting Standards:**

- United collaboration between industry partners is required for interoperability.
- Lack of trust in carriers, they don't believe in the standards represented us as well.
- DSO is funded by 8 carriers, do they still represent us as well?
- Standards change too quickly before we can adopt.

**Content Types:**

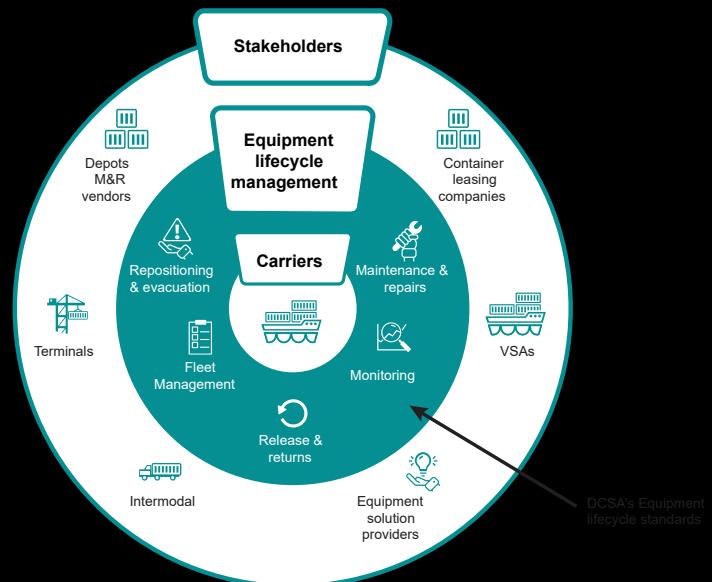
- Business articles & videos
- Explainer articles & videos
- Process frameworks
- Data & Information models
- APIs

**Topics of Interest:**

- Innovation, like AI
- Efficiency gains in supply chain
- Data driven decision-making
- Interoperability
- Sustainability

**My daily focus is smoother cargo handling and timely transportation of goods.**

Personas Documentation



Infographics

EKWOSJM Serviços Equestres

# Graphic Designer



EKWOSJM



# EKWOSJM

## Serviços Equestres

Brand Design

The first time I did a full project on Illustrator was back in 2021 when I was trusted to design a brand logo for a local horse riding services company. I did some benchmarking and understood that most companies include the silhouette of a horse on their logo mark and the owner additionally wanted me to use a set of brand colours previously picked by him, blue and yellow, although I had the liberty to choose its hue and how to create everything else. After several attempts and consulting the owner and horse riders to receive user feedback, the final result came down to the following. I'm quite proud of the result to this day for my skillset at the time and for being able to see it in branded assets when I go to their events and see people wearing merch, on social media, banners and posters.

EKWOSJM



June 2023



August 2023

A poster for the CSN-C EPADRV competition, April 2023. It features a beach scene with a wooden railing and a horse jumping over a barrel. The text "Prize Money 2800€" is prominently displayed. Logos for partners like Vagos and Clube dos Amigos do Cavalo are at the bottom.

April 2023



Ranking on Social Media

# EKWOSJM

## Serviços Equestres

Sports Events Design

Following my first project with the company - designing their logo. I started designing their posters to advertise the sports events hosted, as well as the templates to make announcements and showcase the winners of each category on social media. I was given quite a lot of freedom with the poster design and since there are several months apart from one event to the next, one can see an evolution on my design skills. I pitched the different styles to the owner as a way to stand out from the competition whilst also implementing some storytelling depending on the time of the year the events were hosted. For instance, the one in April was in collaboration with the municipality and they wanted to increase family tourism, so I included photos of the beach - one of the main attraction in the area - with some polaroid frames and copy that eludes to creating memories with one's family .

EKWOSJM

The poster features a close-up photograph of a white horse's head and neck, wearing a dark blue bridle. Overlaid on the image is the text "CSNC EPADRV TAÇA DE AMAZONAS" in large, bold, blue letters. Below the horse's head, the text "8 a 10 de junho" and "PRÉMIO MONETÁRIO: 3000€" are displayed in blue. At the top left is a stylized logo with a horse head and the letters "JM". At the top right is the EPADRV logo with the text "EPADRV ESCOLA PROFISSIONAL DE VAGOS". At the bottom, there are logos for "Parceiros" and "Patrocinado por" followed by several sponsors, and a QR code.

Inscrições em [www.fep.pt](http://www.fep.pt) ou [ekwosjm.secretariado@gmail.com](mailto:ekwosjm.secretariado@gmail.com)

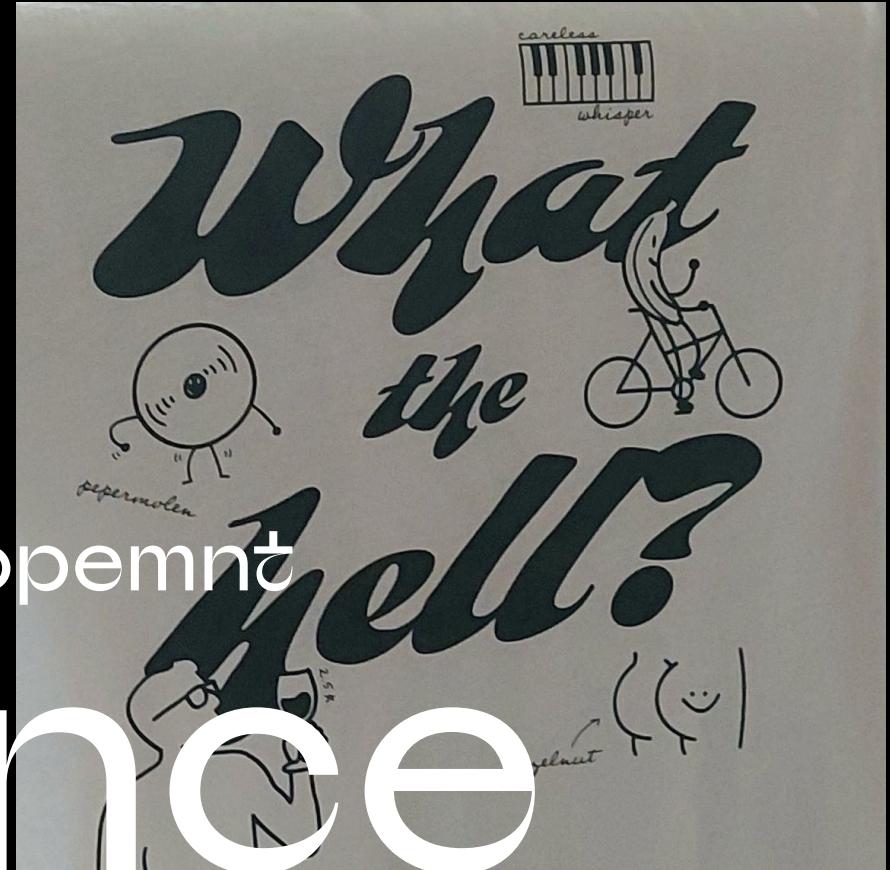
# EKWOSJM

## Serviços Equestres

Example to highlight  
Made with Adobe Photoshop

Projects

# Freelance Projects



# Freelance Projects

Theater posters and illustrations

Between my academic and professional experiences, in order to gain more experience and have some more freedom playing around with Photoshop and Illustrator, I decided to start designing posters for friends, for their side hustles, or as a birthday gift and thank you. It allows me to experiment with various styles and bring a smile to the people around me.

One design to highlight is a t-shirt illustration I did for a friend with multiple inside jokes, which allowed me to start better developing my illustration skills with creative and unexpected drawings such as a banana on a bike.



# Freelance Projects

## Web Development

During my Master's in Interactive Digital Media, I took a course on Web Development and one in Programming, which gave me the full skillset needed to have complete freedom to develop my own website showcasing my skills in a creative way. It allows me to have full control of the design, so I took on the challenge to design my own portfolio website entirely coded from scratch using HTML, CSS, Javascript and Bootstrap to make it responsive in different screen sizes. I took into account accessibility and User Experience practices.

The full code is available on GitHub and the website can be seen in the following link:

<https://marcia-gmarques.github.io/>

This screenshot shows a 360° VR film titled 'A Day in the Life of an IDM Student'. It features a woman riding a bicycle through a park-like setting. The interface includes a video player, navigation controls, and social sharing options like YouTube and Facebook. Below the video, there is descriptive text about the film and its creation.

This screenshot shows a VR experience titled 'Lost in the Retroverse'. It features a dark, atmospheric interface with a central video player showing a person in a virtual environment. The interface includes navigation controls and social sharing options. Below the video, there is descriptive text about the project and its development.

This screenshot shows the 'About Me' section of the portfolio. It features a large photo of the author standing in a forest. To the right, there is descriptive text about her passion for impactful projects and her background in Management and Interactive Digital Media. There are also links to her LinkedIn, GitHub, and YouTube profiles.

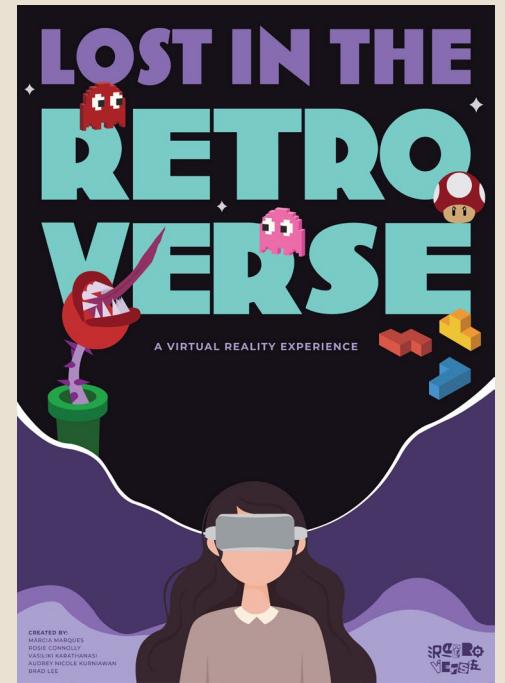
VR Experience & 360° Film

# Virtual Reality



# Project Manager and VR Programmer

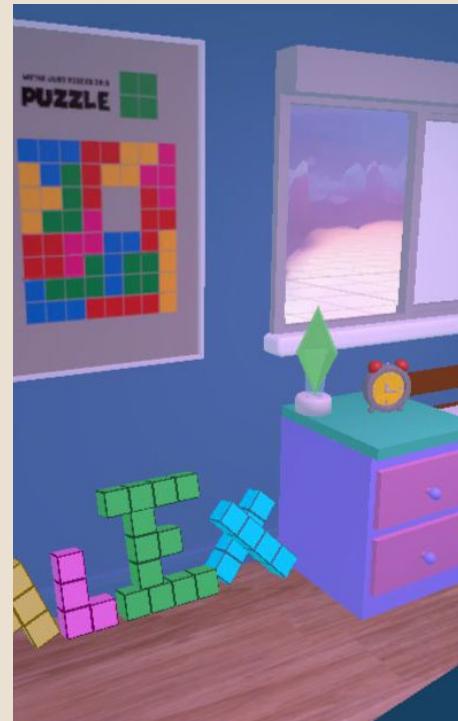
Trinity College Dublin



Lost in the Retroverse is a Virtual Reality immersive experience developed for the Summer Project of my Master's. It is a journey through the loss of a loved one and a dive into the memory lane of video games that became a fundamental part of our childhood such as Tetris, Super Mario, and Pac-Man.

I was the Project Manager of this experience, Illustrator, and one of the Unity Developers. The project has been demonstrated in the Interactive Digital Media Showcase 2023 in Trinity College Dublin, European Researchers' Night, Beta Festival, SCSS Open Day and, recently, at the **RENDR Festival** in Belfast.

You can see a full play-through of the experience [here](#), as well as the whole process of building the experience captured on camera on [our YouTube channel](#).



Trinity College Dublin

# Full Play-through



# Research Paper - 360° Media

A Day In the Life of an IDM Student | 360° Film

While experimenting with new technologies during my Master's, I became interested in immersive technologies like 360° and extended reality.

Thus, I filmed and directed a 360° film guiding the viewer through a day in the life of a Master's in Interactive Digital Media student in Trinity College Dublin using an Insta360 camera as shown below. This film is part of my research paper "The Dawn of 360° Media: Guidance in the Panoramic World", for which I was awarded Distinction/ First Honours and it's accessible to watch on YouTube with the 360° functionality.



Projects

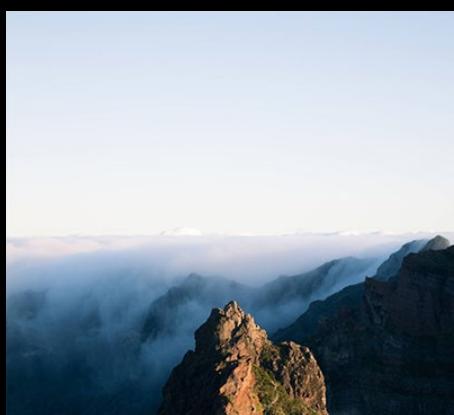


Freelance and Personal Hobby  
**Photography**

# Photography

My main hobby has been photography ever since I was 15 years old when I got my first camera. My brother and I did horse riding at the time and I started photographing competitions, the last few years I've had the chance to be the official event photographer of three national competitions.

Besides sports photography, I quite enjoy street and nature photography as well, which can be seen on my Instagram page: [@marcia.gmarques](https://www.instagram.com/marcia.gmarques).



# Thank you!

If you liked what you saw, great! We should connect!  
Please contact me preferably through LinkedIn or e-mail:



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[/in/marciagmarques/](https://www.linkedin.com/in/marciagmarques/)



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