



# PORTFOLIO

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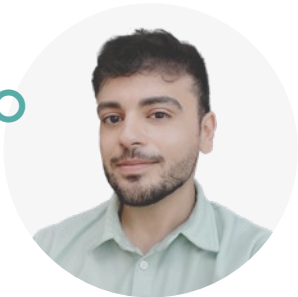
MARCO AFONSO

Digital Design  
UI and Branding

hi@marcoafonso.pt

CURRICULUM VITAE

MARCO AFONSO



As a digital designer with a background in **visual brand** and **UI/UX design**, I prioritize using **agile** methodologies to balance my attention to detail with budget constraints. This enables the **team** to focus on crucial elements before moving on to finer details.

I believe that **feedback** is essential for improving my work and skills, and I always conduct thorough **research** before starting a project. Additionally, I prioritize **scalability** from the outset, allowing projects to evolve naturally over time. To ensure a smooth handoff, my final concepts and assets must be vector scalable and **pixel-perfect**. I also have a fondness for **animation** and micro-interactions that often get me to program them myself and learn new tools.

EDUCATION

Digital Games and Multimedia

Bachelor degree in the Polytechnic School of Leiria.  
2016 - 2019 • GPA of 18 (out of 20)

SKILLS

Software

Figma	●●●●●
Illustrator	●●●●●
Photoshop	●●●●●
Indesign	●●●●○
Apple Motion	●●●●●
After Effects	●●●●○
Unity / Unreal	●●●●○
Blender	●●●●○
Maya 3D	●●●●○

Programming

HTML	●●●●●
CSS	●●●●●
Markdown	●●●●○
SASS	●●●●○
Javascript	●●●●○
PHP	●●●●○
C++	●●●●○
C#	●●●●○
Python	●●●●○

Expertise

Branding	●●●●●
Motion Design	●●●●●
UI Design	●●●●●
UX Design	●●●●○
Web Design	●●●●○
Web Front End	●●●●○
Game Dev.	●●●●○
3D Modelling	●●●●○
Design Automation	●●●●○



★ EXPERIENCE

Sound Particles

www.soundparticles.com

CURRENT ● Lead Designer

Jul. 2022 - Present

- Visual brand management
- Design automation
- Mentoring new designer
- Managing internal workflows
- Design research
- Plan the future of the brand
- UI / UX design (web and product)

3 YEARS ● Graphic Designer

Sep. 2019 - Jul. 2022

- Motion design
- UI / UX design (web and product)
- Brand design
- Design for marketing
- UI development (C++)
- Front-end development
- Recruiting a new designer
- Supervising an internship

1 YEAR ● Part-time & Internship

Oct. 2018 - Sep. 2019

- UI / UX design
- Motion design
- UI Development (C++)
- Web design and front-end dev

Other Jobs

1 MONTH ● Assistant Designer

July 2016

- at Gráfica Sobreireense
- Designing flyers, cards, logos, etc.
- Learning how to work for print

1 MONTH ● Assembly Line Operator

July 2015

at Cubotónico

# Branding

The making of Sound Particles' subbrand Noisy.ai and a self-brand with a **custom typeface**.



Flyer for WebSummit 2019

# Noisy.ai

Noisy.ai is a subbrand of Sound Particles that offers audio data augmentation services to voice recognition engineers. These services increase the size of voice and sound datasets for machine learning purposes, using Sound Particles technology.

## Logotype



noisy.ai



noisy.ai



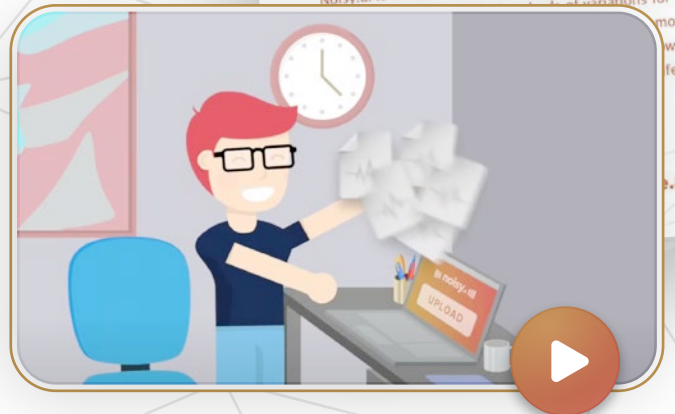
Noisy.ai is a trademark designed by me and belongs to Sound Particles S.A.



**Exponentially increase the size of your voice datasets**

Sound Particles technology, used in all major Hollywood studios, can be an inexpensive way to exponentially grow the size of your voice datasets, by generating multiple variations of your recordings.

Noisy.ai is a Sound Particles spin-off project that takes your existing



Infographics ad  
(animation and motion design)

[www.youtube.be/YehJDPxiTNA](http://www.youtube.be/YehJDPxiTNA)

# Self-brand

The theme of my personal brand is centered around my individuality, which encourages me to try new things and continue learning and growing. The design includes the use of my initials, M and A, in a repeating pattern, as well as a custom font called Mafrense (which is named after my hometown). As I evolve, so does my brand.

## Logotype



Unbalanced  
Logo based brand  
Unappealing



Unbalanced  
Inflexible  
Hard to use



Envelope  
Mockups

## MAFRENSE TYPEFACE DESIGN

Mafrense is a typeface that was inspired by Mark Simpson's Proxima Nova and combines elements from Helvetica Neue and Julieta Ulanovsky's Montserrat.

The most notable features of Mafrense are the large counter on the R and the aperture of the M, which contribute to the overall style and emotion of my brand identity and a strong first impression.

- Latin-1
- Latin-1 Supplement
- Latin Extended A
- Latin Extended B
- Latin Extended Additional

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ0123456789.,:;!?"'""@\_  
&#%\*-+=~^<>/\(){}[]«»<|\$\br/>¢€£¥©®±÷°•¶§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇ  
ÈÉÊËÌÍÎÏÑÒÓÔÕÖØÙÚÛÜÝÞ  
ßàáâãäåæçèéêëìíîïðññòóôõöø÷ùú  
äåäåäæçèéêëìíîïðññòóôõöø÷ùú

Some glyphs were omitted

MAFRENSE

a m R

PROXIMA  
NOVA

a m R

HELVETICA  
NEUE

a m R

MONTSERRAT

a m R

Proxima Nova, Helvetica Neue and Montserrat  
belong to their respective owners.

å

L

MR

# Audio Plugins

Audio plugins used in productions like **Star Wars**, **Game of Thrones** and **Dune** by Oscar and Emmy winning **Hollywood** professionals.

The following UI designs were created by me and are the property of Sound Particles S.A.



## audio industry moved by **skeuomorphism**

Audio software that looks  
like real-life audio hardware  
for a better UX and ease of use.







Energy Panner

[www.soundparticles.com/products/energypanner](http://www.soundparticles.com/products/energypanner)



Brightness Panner

[www.soundparticles.com/products/brightnesspanner](http://www.soundparticles.com/products/brightnesspanner)

“

It is a **beautiful-looking** circle with dots indicating the sources and lines denoting the movement.

**AudioPluginGuy**

[www.audiopluginGuy.com/review-panner-collection-by-sound-particles/](http://www.audiopluginGuy.com/review-panner-collection-by-sound-particles/)

“

Nice GUI and **well thought** through design.

User Feedback

[www.gearspace.com/board/product-alerts-older-than-2-months/1338914-sound-particles-releases-energy-panner.html](http://www.gearspace.com/board/product-alerts-older-than-2-months/1338914-sound-particles-releases-energy-panner.html)





## Density

[www.soundparticles.com/products/density](http://www.soundparticles.com/products/density)



## Space Controller

[www.soundparticles.com/products/spacecontroller](http://www.soundparticles.com/products/spacecontroller)

These plugins have been **reviewed, advertized** and / or **featured** in international audio magazines like

**SOUND ON SOUND**

electronic  
**MUSICIAN**

**TAPE OP**

**FutureMusic**

Sound on Sound  
Magazine ad





# Space Controller

Space Controller is the best way to pan sounds in surround and immersive. Simply connect your mobile device to a DAW, use it as a movement reader and pan the sounds to where you're pointing.

**GO TO OUR STORE AND JOIN THE REVOLUTION WITH AN EXCLUSIVE DISCOUNT.**

SOS discount applies to all our products including Sound Particles, Air, Doppler, Energy Panner, Brightness Panner and bundles.

Space Controller is **awesome**. It's really **useful** when you want to move stuff around in a **creative** way. It's **quite cool**.

**Andrew Scheeps**  
GRAMMY AWARD WINNING MIXING ENGINEER

**SOUND PARTICLES**

@soundparticles | www.soundparticles.com

Sound on Sound Magazine ad  
for Space Controller



# Join the revolution

Take the art of creating sounds to a whole new level with innovative audio tools for outstanding results. From music to post-production, from stereo to immersive, our audio software will let you create things you have never heard before.

**CREATE INCREDIBLE SOUNDS**  
VISIT OUR WEBSITE TO LEARN MORE

@soundparticles | www.soundparticles.com

## Sound Particles

Taking Hollywood by storm, this immersive audio software is capable of generating thousands of simultaneous sounds in a virtual 3D audio world.

## Energy Panner

Imagine drums moving at the beat, or synth notes that move on a track. This plugin uses the intensity of a sound to control its movement.

## Brightness Panner

Bring life to your mixes. This plugin merges the sound's brightness, pitch or MIDI notes to control its movement automatically.

**SOUND PARTICLES**

Sound on Sound Magazine ad  
for Sound Particles

# Marketing Assets

Product branding,  
marketing emails  
and advertisings.

The following designs were created by me  
and are the property of Sound Particles S.A.



# Product Branding



The mockup of a physical product in each box represents the software license that is sold online. These mockups are used when the brand of the product needs to be displayed alongside a screenshot, such as in a bundle of products.



# Black Friday Campaign

The Black Friday campaign featured a series of posts and emails over the course of a week that highlighted discounted products. The campaign had a cyberpunk theme, with animated neon lights used in all of the posts, emails, and on the website.

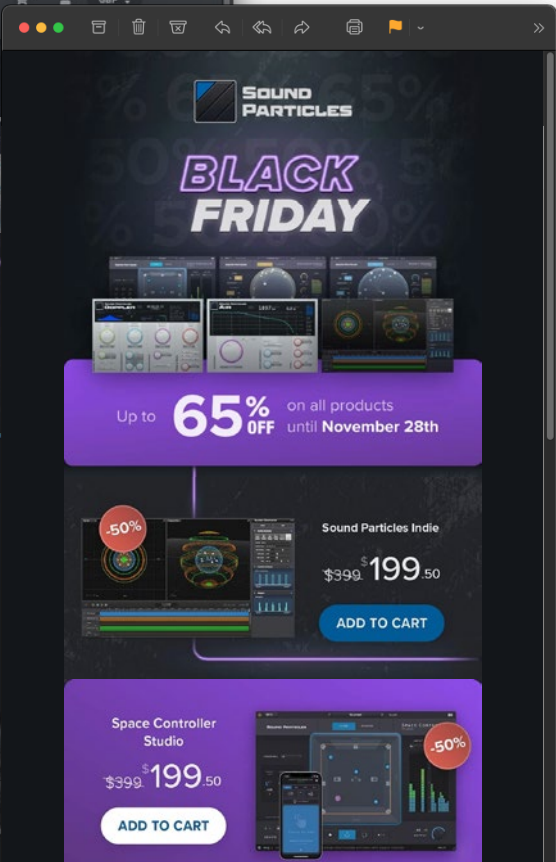
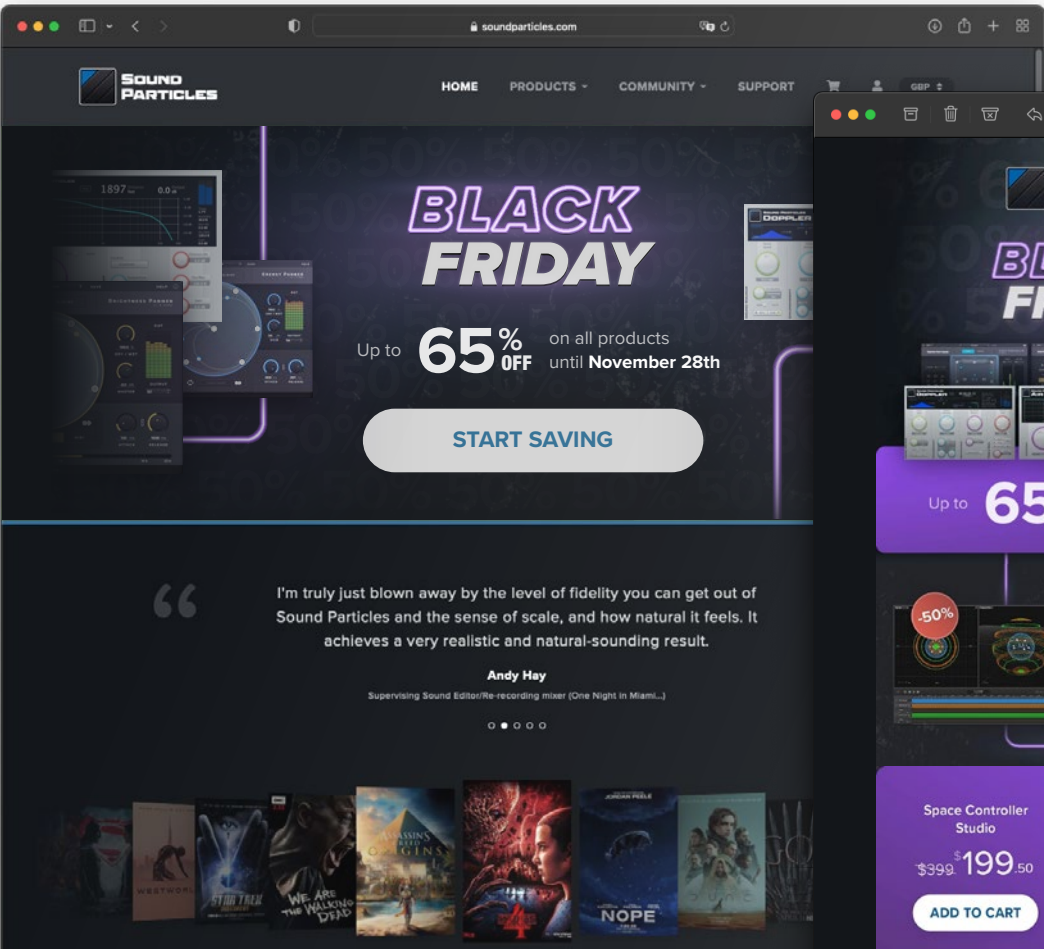


## Sound Particles Website

I designed the website slide for the campaign and the beginning of the homepage for the Sound Particles Website. I also worked on the brand and marketing efforts for these projects.

## Email

Animated email of the campaign





# Thank You

## CONTACT ME!

[hi@marcoafonso.pt](mailto:hi@marcoafonso.pt)

[www.marcoafonso.pt](http://www.marcoafonso.pt) (under development)

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

[www.behance.net/marcoafonso](https://www.behance.net/marcoafonso)

