

Hello.

My name is Renato de Leão from Coimbra, Portugal and now I'm a cross-media designer and front-end developer. I said now because in the past I've worked in construction, heavy-machine operation, waiter at bars and fancy seafood restaurants, cleaned offices & toilets at Porsche and also delivered pizzas. That's why I actually don't give a shit to titles, they're limitating. Although this ones are actually descriptive of my experience in the design field. The first is also a cooler name for my college degree in Multimedia Design, from the University of Coimbra. Since I left college I've designed for a large spectrum of mediums including brand identities, modular typefaces, posters, video editing & motion graphics, websites and apps. Latest two just end up becoming my passion and drive. Got inside the UI/UX & web development when co-founded digitalcookers, a wordpress theme shop, with my good friend João Saraiva right after we left college. The digital shop exposure lead us to freelance for some national & international clients for about a year. From mid 2014 till this day, I am proudly at Whitesmith helping growing the company and turning other startup ideas into products.

#001

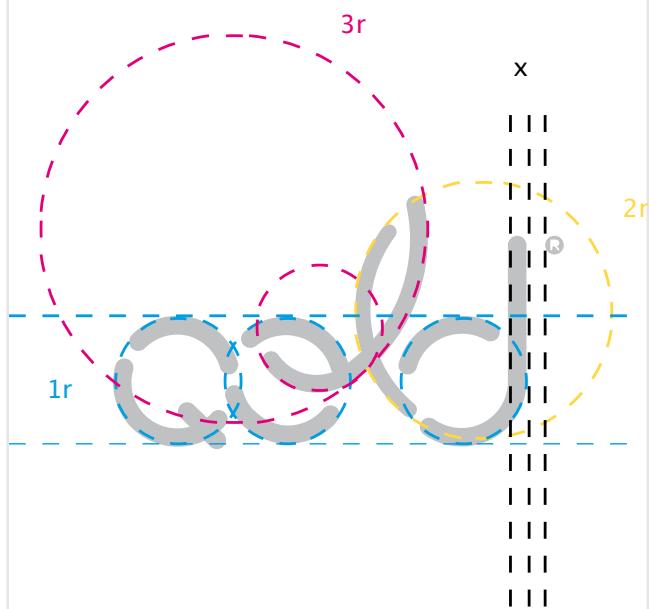
CLIENT  
WhitesmithROLE  
UI/UX + Branding + Frontend developmentURL  
qold.co

# qold

## Bringing cold-chain monitoring to the twenty-first century.

qold is an IoT product for effortless & automated cold-chain temperature monitoring. Here's the opportunity: by European food quality control rules and laws, business owners have to measure and register temperatures from every fridge, refrigerator or freezer from their establishment at least 3 times a day. This process is done, in most of the researched places, by hand on a standard paper template. qold proposition was not rocket science: to bring the monitoring to the 21st century, by turning this process automated in a secure, comfortable and reliable way, while being economically viable for all business sizes.

My tasks on this project were truly cross-media. At the time I was the only designer at Whitesmith. From conducting a small local user research in my city (Coimbra) to verify some assumptions of the problem, through the interview of a dozen of business owners from coffee shops, restaurants, backeries, artisanal beer breweries, icecream shops, butcheries, even a nationwide supermarket chain. Next was the branding: qold is a modular product, despite its initial target being temperature measuring, it can be easily expanded with other sensors to register other informations. With this in mind & the profile of our target audience from a modular typography was developed, from where the brand emerged. Last but not least a website was needed for marketing the product, as well as an MVP web dashboard & mobile app for validating the product.

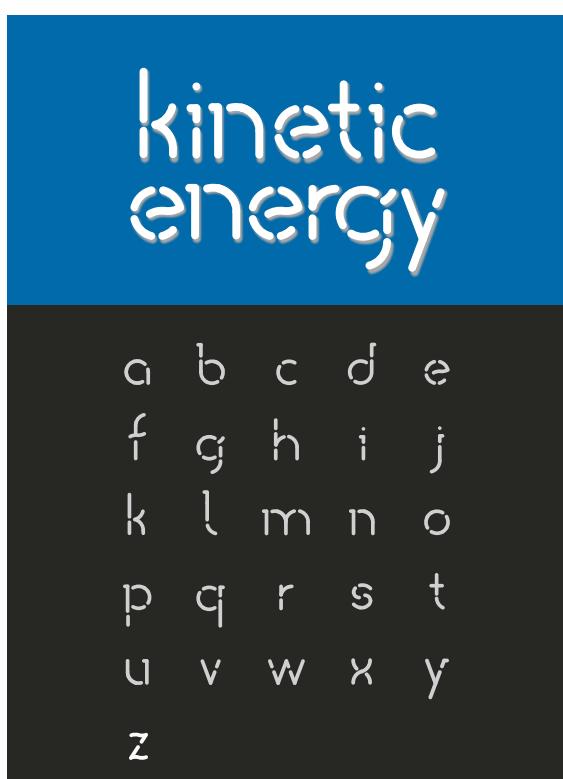


#001

CLIENT  
Whitesmith

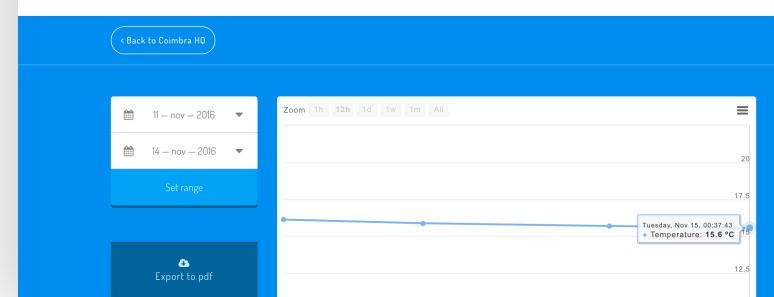
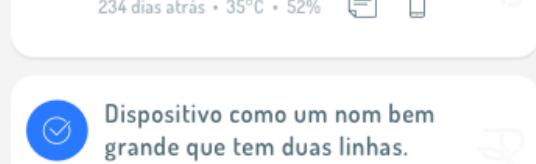
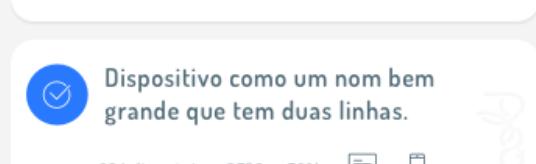
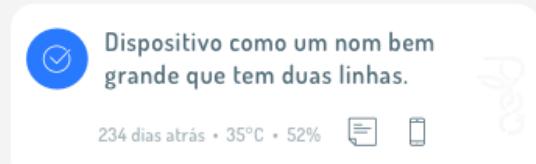
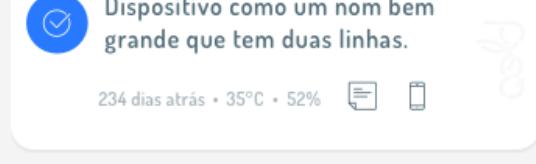
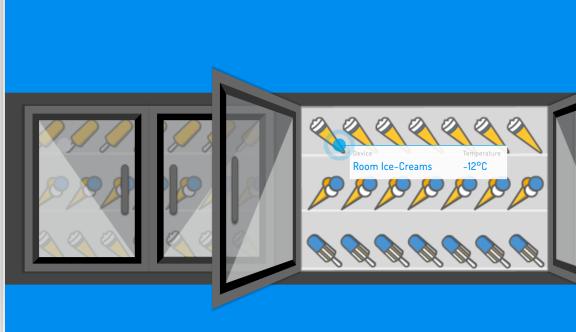
ROLE  
UI/UX + Branding + Frontend development

URL  
[qold.co](http://qold.co)



**Control, without controlling.**

Keeping track of your cold chain was never this easy.



#001

CLIENT  
WhitesmithROLE  
UI/UX + Branding + Frontend developmentURL  
qold.co

# upgrid

## Advanced functionalities of smart grids.

The UPGRID project started under H2020 program and is being developed by a European consortium, composed of 19 partners from 7 European countries: Spain, Portugal, Poland, Sweden, United Kingdom, France and Norway.

This project pretends to demonstrate the advance functionalities of smart grids, through a web/mobile platform that will include not only a complete overview of your energy being it consumption, production but also introduces smart insights on how can you save energy, thus money, as well as bit of gamification to stimulate eco-

One of the biggest challenges of this project was definitely ensuring that users wouldn't give up on signup. In order to bootstrap the dashboard users had to provide a significant amount of information, not only about themselves, but also about their contracts with the energy provider (EDP). Most of that information was hidden in tiny letters on their monthly invoice and most of the users wouldn't know where to look for it. Presenting a huge form would be discouraging. Our solution was a conversational interface, where the user was guided through a chat with this fictional character called Ingrid. This way users went through the form step by step and, along with the forms, also useful tips & hints were provided in a natural language way, giving them a sensation of progress in each and every step. The introduction of Ingrid in the signup was not by chance. Ingrid has some AI capabilities and user can interact directly with it within the platform, by asking natural language questions. This will give a more quick and mobile friendly way of getting the status of their home without having to explore the whole dashboard.

**1 — Verificar Residência**

próximo

**Sim**

**Vamos a isso! 🤝**  
Para cirar uma conta é preciso confirmar a sua residencia. Todos os dados estão disponíveis na sua factura. [Veja aqui a onde](#)

VERIFICAÇÃO DE RESIDÊNCIA

NIF DO TITULAR  
123 232 23

CÓDIGO CPE  
XX xxxxxxxxxxxx XX

SUBMETER DADOS

**SUBMETER DADOS**

**1 — Verificar Residência**

próximo

**Ingrid**: Eu sou a Ingrid, e vou ajudá-lo a configurar a sua conta de acesso ao portal!

**Ingrid**: Portanto eu vou precisar de alguns dados e para isso preciso que responda a umas perguntas, usando os botões em baixo, e preenchendo o que os dados que eu lhe for pedindo pode ser? 🤝

**Sim**

**Vamos a isso! 🤝**  
Para cirar uma conta é preciso confirmar a sua residencia. Todos os dados estão disponíveis na sua factura. [Veja aqui a onde](#)

**Ingrid**: ...

**Não sei**

**Sim**

PERFIL DADOS CONTRATO DADOS RESIDENCIA


UPLOAD

DADOS DE CONTA

NOME  
jo.esteves.2@gmail.com

EMAIL  
jo.esteves.2@gmail.com

PASSWORD ACTUAL  
\*\*\*\*\*



## Comparação Tarifário

Insira os dados dos tarifários que pretende comparar.  
Para saber mais informações sobre tarifários aceda a [ERSE.pt](#)

## O SEU TARIFÁRIO ACTUAL

DADOS DO TARIFÁRIO ACTUAL

POTÊNCIA CONTRATADA  
6.9kVA

ESQUEMA DE TARIFÁRIO  
por definir

ESQUEMA DE TARIFÁRIO  
por definir

MODELO  
EM BRANCO

COMPARAR

## Resultados

NO DATA AVAILABLE

DEFINIÇÕES

Comparar os seguintes tarifários:

TARIFÁRIO ACTUAL

CONTRATADA

ESQUEMA DE TARIFÁRIO

ESQUEMA DE TARIFÁRIO

DEFINIÇÕES

OPÇÃO 1

POTÊNCIA CONTRATADA (€/kW)

6.9kVA

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

COMPARAR

Oops, parece que falta definir o esquema de tarifário na sua conta. Vá a [definições](#) e actualize o seu tarifário!

DEFINIÇÕES



## #002 Definições

PERÍODO NORMAL

CONSUMO TOTAL

PERÍODO NORMAL



PERFIL



DADOS DE CONTA

NOME

jo.esteves.2@gmail.com

EMAIL

jo.esteves.2@gmail.com

PASSWORD ACTUAL

\*\*\*\*\*

ACTUALIZAR

DADOS DO CONTRATO

DADOS DO CONTRATO

POTÊNCIA CONTRATADA

6.9kVA

POTÊNCIA CONTRATADA

6.9kVA

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

ACTUALIZAR



DADOS DE RESIDÊNCIA

DADOS DO CONTRATO

NÚMERO DE RESIDENTES

4

POTÊNCIA CONTRATADA

6.9kVA

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples

ESQUEMA DE TARIFÁRIO

Simples



DEFINIÇÕES



Bem-vindo!

PERÍODO NORMAL

CONSUMO TOTAL

PERÍODO NORMAL

2016-03-01 a 2016-03-02



ONTEM

SEMANA

MÊS

PERÍODO NORMAL

CONSUMO TOTAL

+8%

86%

PERÍODO ECONÔMICO

-38%

225 kWh

PERCENTAGEM DE UTILIZAÇÃO

MAXIMO ONTEM

5.18 kW

50%

POTÊNCIA CONTRATADA

6.0 kW

COMPARAÇÃO

Normal

Económico



LIDER

75 kWh

Pedro Melo  
Lisboa

3

Partilhar

SUBIDA

SUGESTÃO INGRID

SUBIDA



Reduza o número de dispositivos ligados às 17H



#003

CLIENT

EDP — Energias de Portugal

ROLE

UI/UX + Frontend development

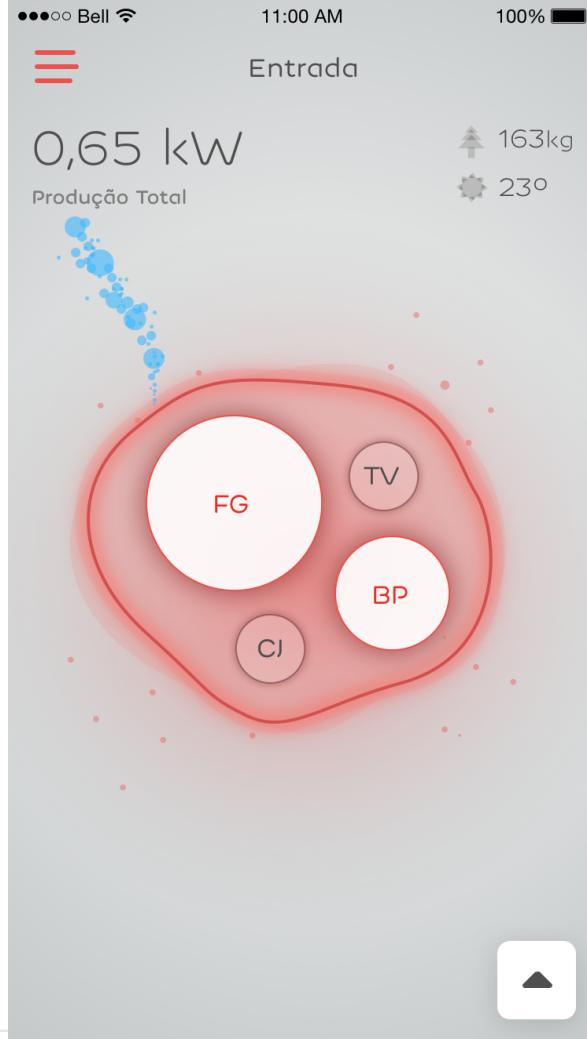
URL

<https://energia.edp.pt/particulares/servicos/redy.aspx>

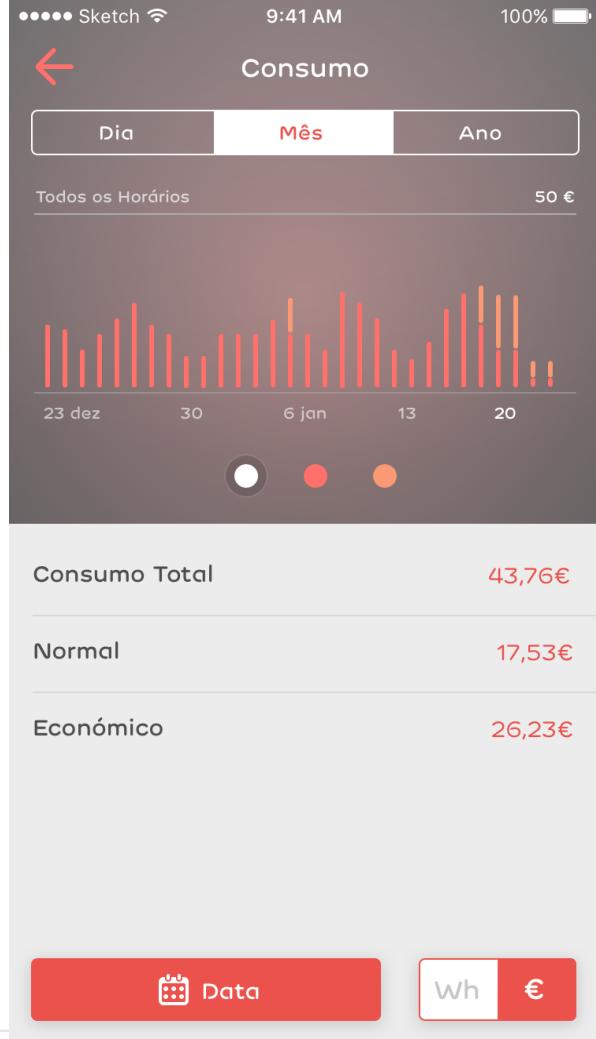
# re:dy

connect and control your house  
in one single application.

re:dy is a product from EDP, the largest energy provider in Portugal, that allows you “to connect and control your house in one single application, where and when you want”. EDP asked us (Whitesmith) to create a complementary solution for this app by designing a monthly interactive report and newsletter in order to increase user engagement with the product.



This project was created over existent branding guidelines. The design system was already created, we just need to be creative on how to use that system to display information while keeping it familiar to the user. We've ported some navigation patterns from the app within the web report, and this wobblely rings that represent energy consumption or production. Web report modules & sections, as well as the corresponding HTML newsletter needed to be flexible enough to deal with client segmentation. The second phase of the project was a simple campaign backend management system.



## Repartir → Energia

### Consumo

Máis



2º mandado de  
dados dependentes  
de fornecedor de gás  
XX kWh fui a abr'15

ACUMULADO em 2014

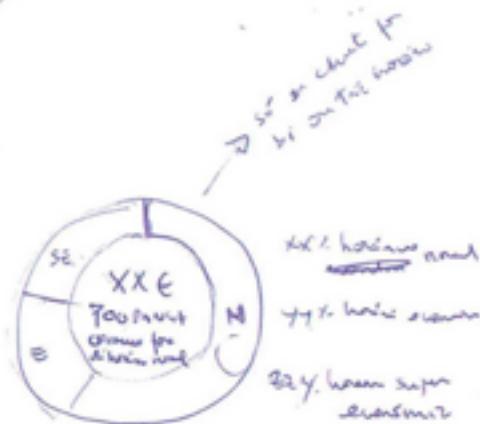
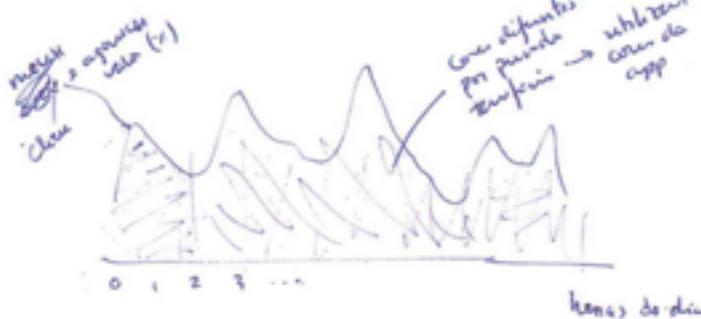


total consumo  
até ao  
ultimo consumo

YY kWh

YY fui de 2013

### Gráfico do consumo por períodos



### Principais aparelhos



XX kWh

Norma Esp. 1



XX kWh

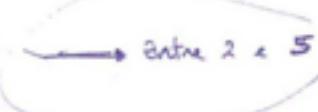
Norma Esp. 2



XX kWh

Norma Esp. 3

balanço  
aparelhos



### Petição

- Pedir cotação
- Petição máx. maior
- Pedir cotação ultra brilho

1 pessoa em cada  
representação gráfica

### Nível de eficiência

consumo

petição para baixo

70% eficiente

A sua casa

Vidro

XX v. mais eficiente q o vizinho

()

#003

CLIENT

EDP — Energias de Portugal

ROLE

UI/UX + Frontend development

URL

<https://energia.edp.pt/particulares/servicos/reddy.aspx>

The screenshot displays the EDP Ready mobile application interface. At the top, there are two large circular meters showing consumption and production values:

- Consumo Total:** 266 kWh (foco no mesmo período do ano passado +20%)
- ACUMULADO 2016:** 3345 kWh (foco no ano passado e no mesmo período do ano anterior +20%)

Below these are sections for **Distribuição** (Distribution) and **PRODUÇÃO** (Production).

**Distribuição:** Shows monthly consumption trends and a pie chart indicating a 35% reduction in consumption from normal levels.

**PRODUÇÃO:** Shows monthly solar production (150 kWh), a year-over-year decrease of -25%, and accumulated production (5 Mwh) with a +20% increase compared to the same period last year.

The bottom section of the app shows a summary of energy usage and generation for January:

- CONSUMO:** 124 kWh (foco no mesmo período do ano passado -10%)
- PRODUÇÃO:** 123 kWh (foco no mesmo período do ano passado 20%)
- Other metrics shown include energy costs and savings from solar autoconsumption.

On the right side of the app, there is an advertisement for the EDP Ready app download and a promotional banner for a BMW i3 competition.

# Via

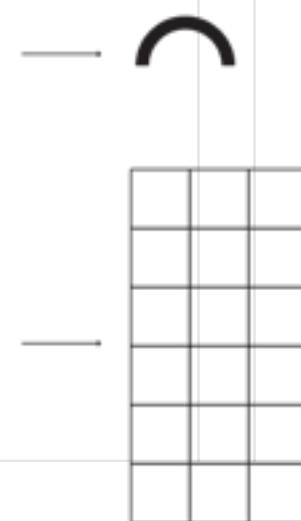
## A typeface made in Coimbra

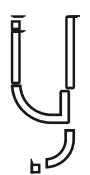
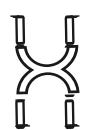
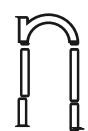
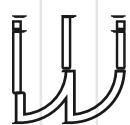
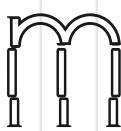
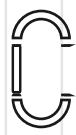
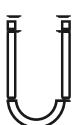
What can be more inspiring for a typeface than a UNESCO World heritage site like the University of Coimbra, at which I coincidentally took my degree.

Porta Férrea, (Iron Gate) welcomes the entry into the building that was the Citadel of Coimbra, the old palace of the Alcáçova. It's iconic both for historic heritage, but also because it's a symbol for every student. It's there that occurs the rite of passage for all of them: the day you cease to be a freshman can only be celebrated three.

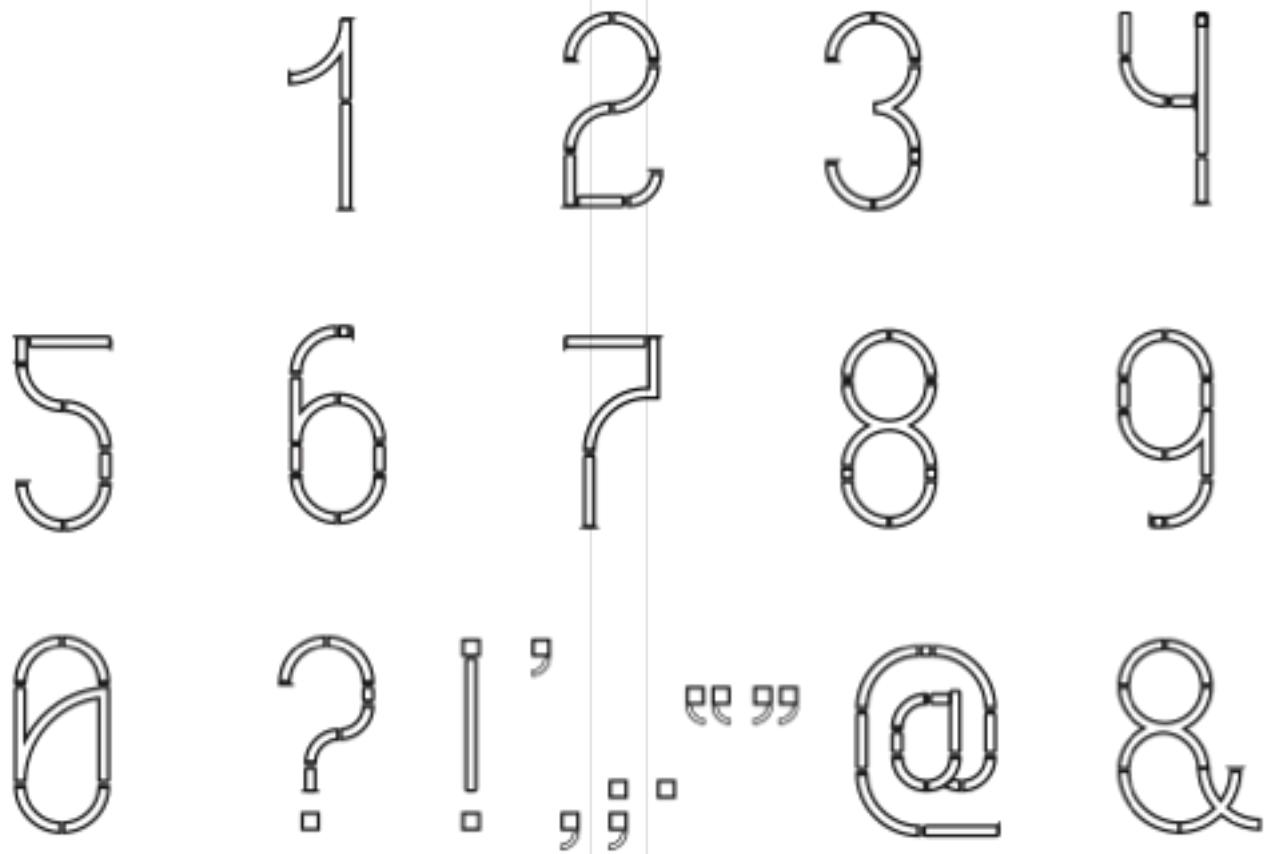
The architecture, with manuelino style, despite the ornamental character is based on symmetry which turns it well perfect for a modular typeface interpretation.

My goal was to create a typeface that gone beyond the modular simplicity. It need to keep character and style of the gate, without compromosing its legibility. The result is a unique typeface suited for decorative headlines.





"Capas negras de saudade  
no momento da partida  
segredos desta cidade  
levo comigo p'rá vida"



#004

Personal

ROLE  
Graphic Design + Type Design



# U P

A TYPE  
MADE IN  
COIMBRA



# UPPERCASE



A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	1	2	3	
4	5	6	7	8	9	0			
?	!	,	:	“”	@	8			

# Yeah.tv

## Rules are made to be broken?

Yeah.tv is a proposal for an action sports tv channel. The visual identity is derived from the principles of movement and rotation and the brand is the sum of a symbol plus wordmark: Bam, symbol and mascot of the channel, inspired on the SMPTE bars normally associated with a off-air tv channel, that tried to represent a channel that breaks rules, that operates in another frequency: a non-traditional one, a symbol that turns and casts frantically trying to convey the dynamics and speed sports associated with this type of sports; the wordmark is an ambigram, which can be rotated while maintaining its readability reinforcing the above concepts.

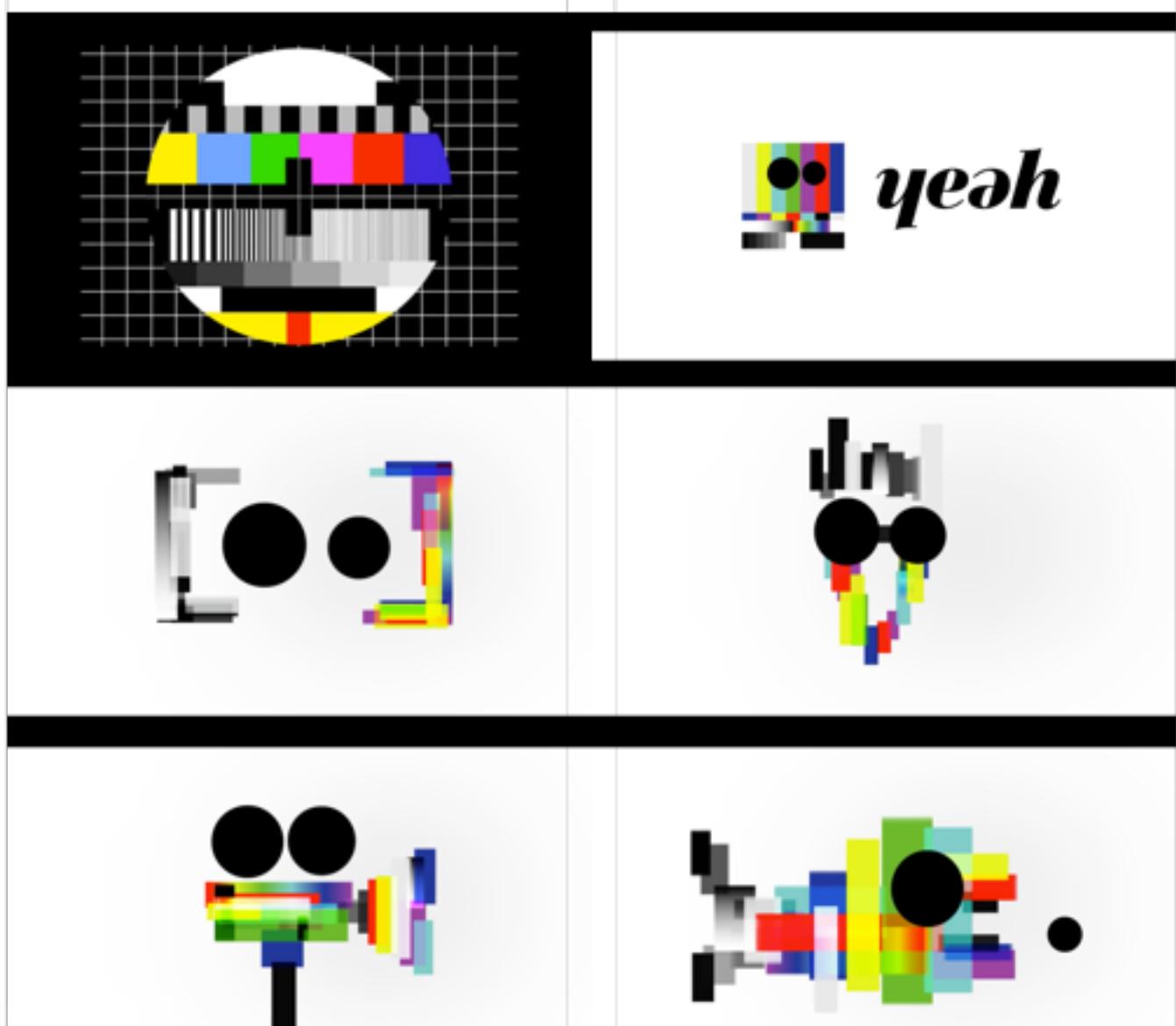
### URLS

Generic — <https://vimeo.com/35144613>

Bake your videos — <https://goo.gl/qOKm4u>

Aliens — <https://goo.gl/LgjIUz>

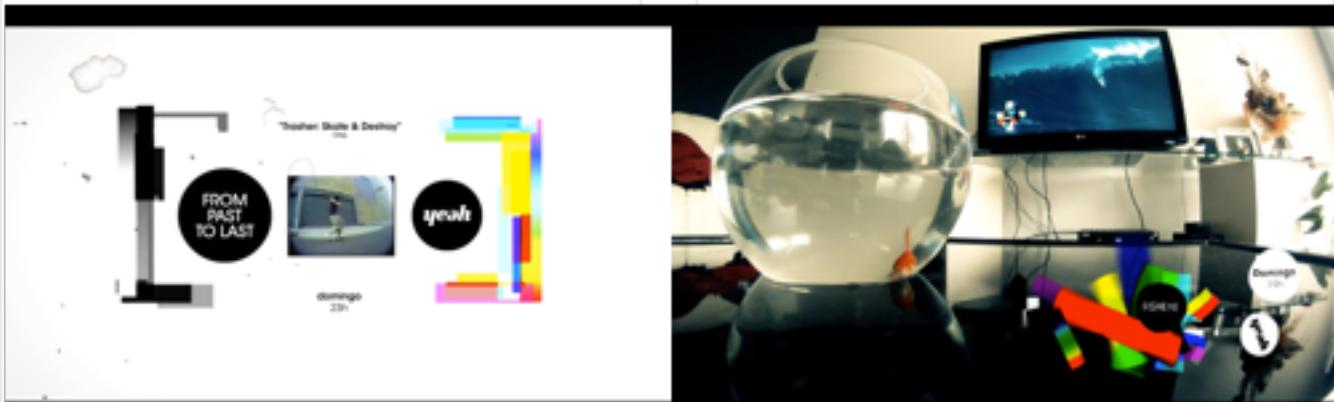
Aliens 2 —<https://goo.gl/yPDISZ>



#005

Personal

Graphic Design + Motion Graphics + Video Editing



## Specs

FULL NAME  
Renato Nuno de Leão Matos

AGE  
26

LANGUAGES  
Portuguese, English

SITE  
[renatodeleao.com](http://renatodeleao.com)

GITHUB  
[github.com/renatodeleao](https://github.com/renatodeleao)

EMAIL  
[renatodeleao@gmail.com](mailto:renatodeleao@gmail.com)

TWITTER & INSTAGRAM  
[@ohsimtabem](https://twitter.com/ohsimtabem)

TECH STACK  
HTML, SCSS, JavaScript, Gulp,  
Sketch, Affinity Designer, Git

FAMILIAR FRAMEWORKS  
Ruby on Rails, Django, React

OTHER INTERESTS  
Skateboarding, Surfing,  
Snowboarding, Street Art,  
Photography, Food, Travelling.

## Cronology

### LEGAL

APRIL 2014 - CURRENTLY (2 YEARS 7 MONTHS)  
Front-end Developer & Cross-Media  
Designer at Whitesmith

MAY 2013 - APRIL 2014 (1 YEAR)  
Front-end Developer & Web designer at  
digitalcookers

JULY 2013 - AUGUST 2013 (2 MONTHS)  
Video Editing & Post-Production  
internship at Dub Video Connection

SUMMER 2010 & 2012  
General Cleaning at Porsche, by  
Stuttgarter Gebäudereinigung

APRIL 2010 - JUN 2010 (3 MONTHS)  
Pizzaboy at Telepizza

### KIND OF LEGAL (NO CONTRACT)

SUMMER 2011  
Waiter at Bar-Restaurant Mar de Jade,  
Praia da Barra, Aveiro, Portugal

SUMMER 2009  
Waiter at Seafood Restaurant Forte de  
Santa Catarina, Figueira da Foz,  
Portugal.

SUMMER 2008  
Heavy machine operator at hometown Wood  
Processing firm, Fernando Mota  
Unipessoal

SUMMER 2007  
Construction worker helper at hometown  
Construction firm.