

hello!

**my name is
rita and this
is my design
portfolio.**

1993. born in portugal. graphic designer.
I like travelling, videogames, books, music and food.



ritaprat.es



/bluerita



/ritacostaprates



/ritadesignsthings



ritacostaprates@gmail.com



note: hair colour may change

education

MA in Contemporary Typographic and Editorial Practices

Faculty of Fine Arts, University of Lisbon
2015 - 2018 | Thesis grade: 19/20
graduated

BA in Communication Design

Faculty of Fine Arts, University of Lisbon
2012 - 2015 | Final grade: 15/20
graduated

Integrated Master's in Architecture

Faculty of Architecture, University of Lisbon
2010 - 2012
interrupted, conclusion of 2nd year

Friendly and easy-going.

I'm helpful and work well in a team.

Able to solve problems independently easily, but not afraid to ask for help if needed.

Great at Googling things (really!).

Interested in learning new things, especially new computer programs.

I work well in both Mac OS and Windows.

Good time management skills.

strengths

work experience

Junior Designer

Storyo | May 2016 - November 2017

marketing & social content creation, webdesign, UI design, photo and video editing, e-mail and newsletter design and development

storyoapp.com

Freelance Designer

September 2015 - present

webdesign, promotional content, editorial design

languages



English

C2 - fluent



Spanish

B2 - intermediate



French

B1 - basic writing and speech
intermediate reading and understanding



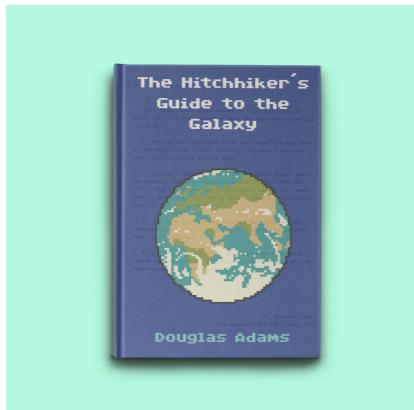
design skills

Branding	● ● ● ● ● ● ● ● ● ●
Editorial Design	● ● ● ● ● ● ● ● ● ●
HTML e-mail	● ● ● ● ● ● ● ● ● ●
Marketing	● ● ● ● ● ● ● ● ● ●
Photography	● ● ● ● ● ● ● ● ● ●
Photo Editing	● ● ● ● ● ● ● ● ● ●
Typography	● ● ● ● ● ● ● ● ● ●
Video Editing	● ● ● ● ● ● ● ● ● ●
Webdesign	● ● ● ● ● ● ● ● ● ●

Adobe After Effects	● ● ● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ● ● ● ●
AutoCAD 2D & 3D	● ● ● ● ● ● ● ● ● ●
HTML & CSS	● ● ● ● ● ● ● ● ● ●
Microsoft Office & iWork	● ● ● ● ● ● ● ● ● ●
Sketch	● ● ● ● ● ● ● ● ● ●

technical skills

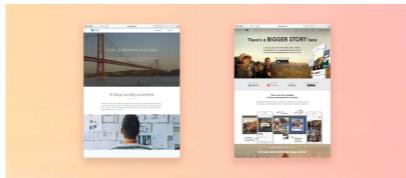
contents



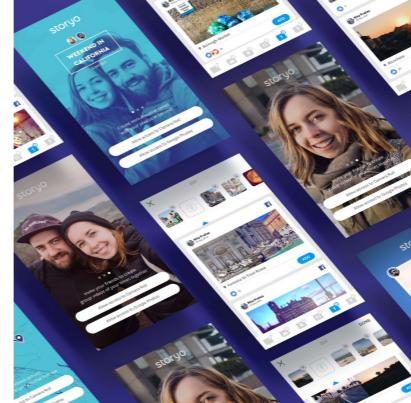
The Hitchhiker's Guide to the Galaxy 4-5



pop-pop-punk



Storyo website



Storyo Facebook integration & Onboarding 11-12



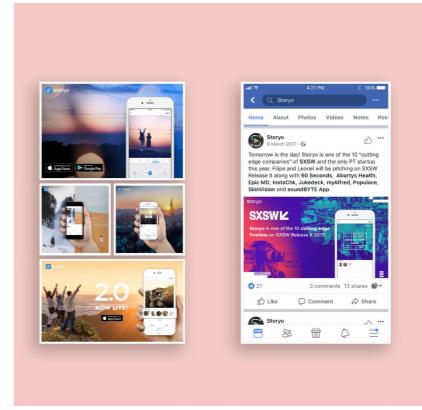
Morgado do Quintão Marketing & Promotion 20-21



thepunkrockeffect.rocks 13-14



Letterpress posters 16-17



Storyo Marketing & Social 24-25



Storyo Welcome e-mail 26-27

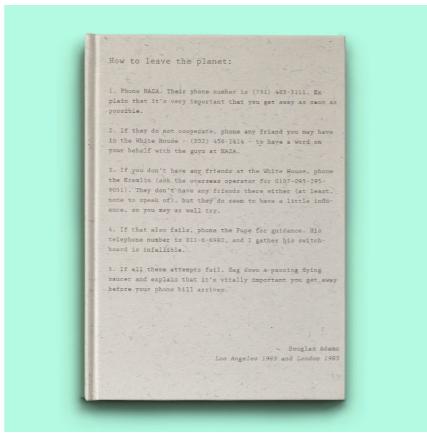
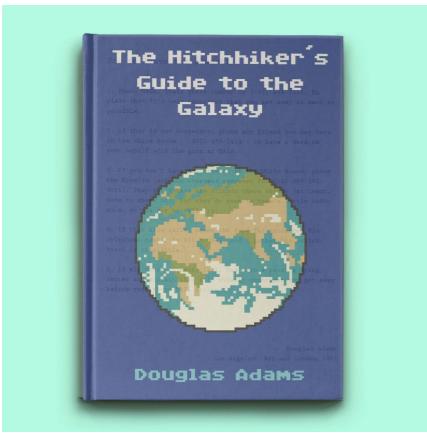


Craft based / Technology based 22-23

editorial design

The Hitchhiker's Guide to the Galaxy

January 2015
University Project



this book
contains the
original text
of Douglas
Adams' sci-fi
classic as well
as pixel art
chapter
illustrations.

the typeface
and layout
of the text,
along with the
illustrations,
emphasize the
influence of the
“digital world”
in the plot
of the book.



It also contains
small books
with the
entries of the
eponymous
Guide and a
tracing paper
dust jacket
over the
cardboard
cover of the
book.

pop-pop-punk

January 2016
University Project



a 24-page digital tabloid about pop-punk, particularly bands whose sound is more pop and who are frequently seen as sell-outs.



it has a four colour palette and bold typefaces in order to visually represent pop-punk's fun, youthful and rebellious spirit.



All Time Low have been together for more than a decade - but that's what happens when your high school garage band ends up hitting it big.

the texts are a collection of magazine and interviews and each excerpt is identified by a note stating its source.



between some of the pages there are full-colour notebooks with lyrics images of each band's music.



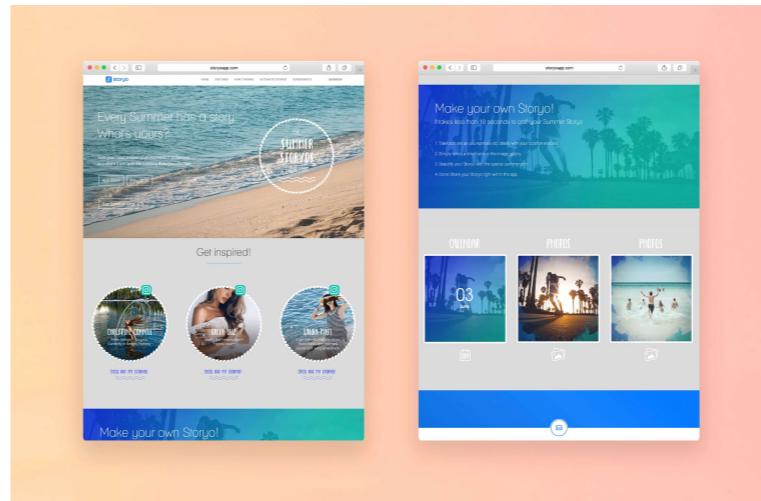
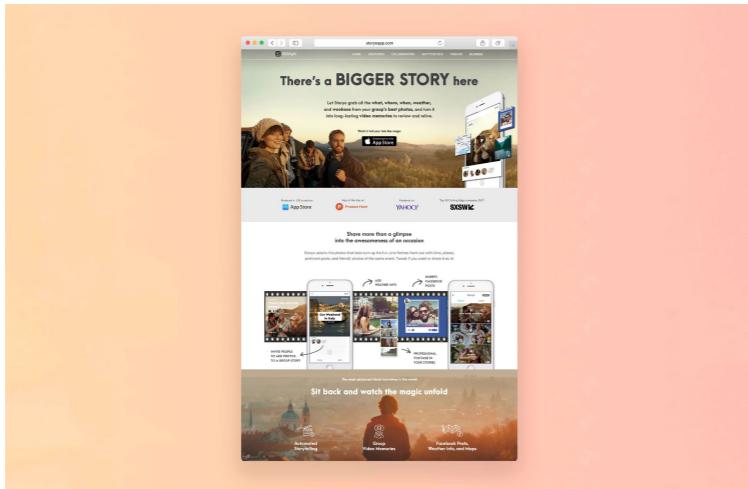
**web &
digital
design**

Storyo site

August 2016/January 2017

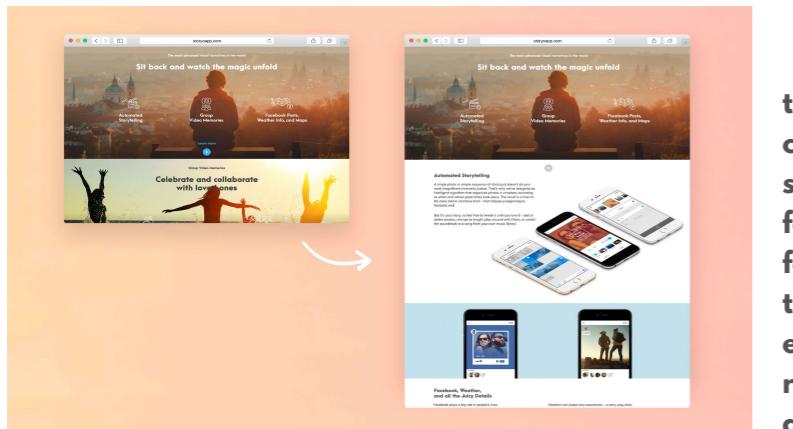
Client: Storyo app

complete redesign (but not coding) of the Storyo app website to focus on the new 2.0 version features.

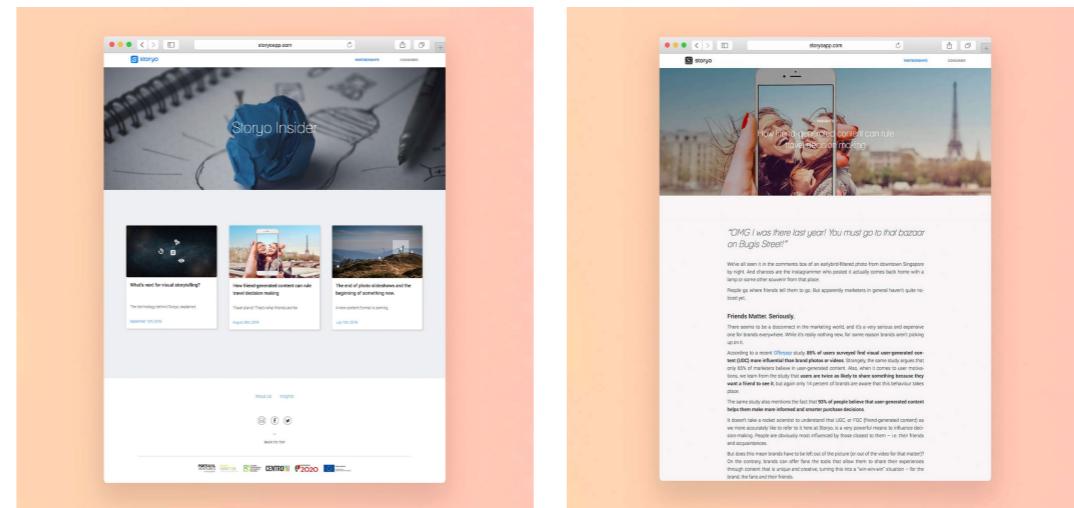


www.storyoapp.com
www.storyoapp.com/about.html
www.storyoapp.com/insights.html

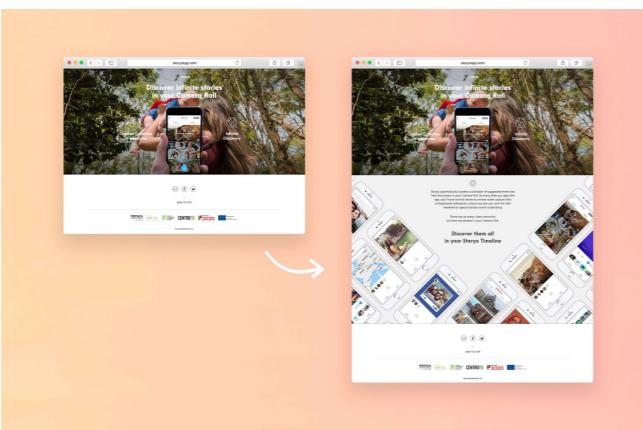
a summer campaign page for Storyo 1.0 (designed and developed).



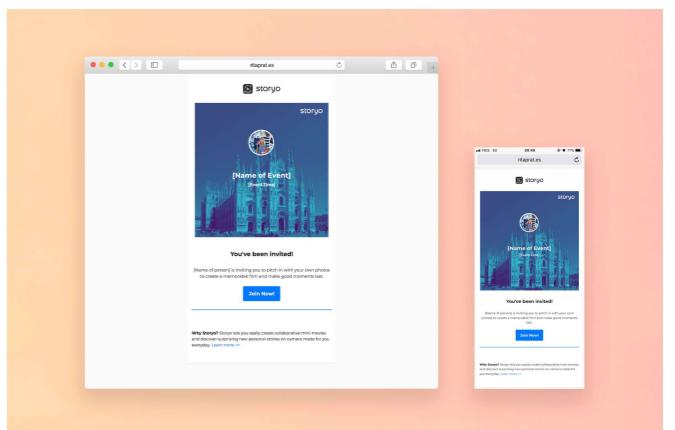
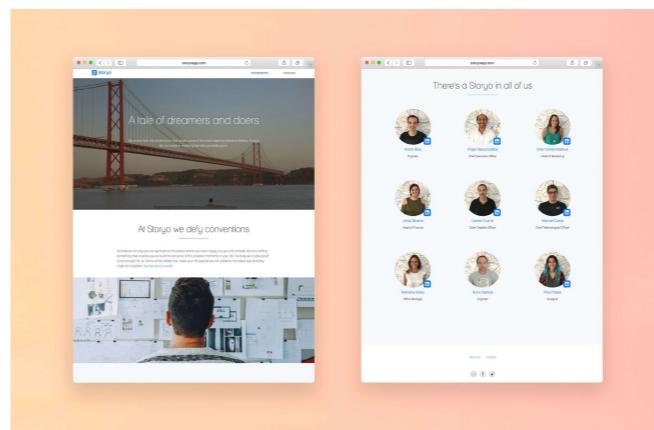
the site is composed of sections that focus on one feature and that can be expanded to read more about it.



a blog page and respective article pages (designed only).



an about page (designed only) and an invite page for Storyo 2.0 collaborative stories, sent via e-mail (designed and developed).

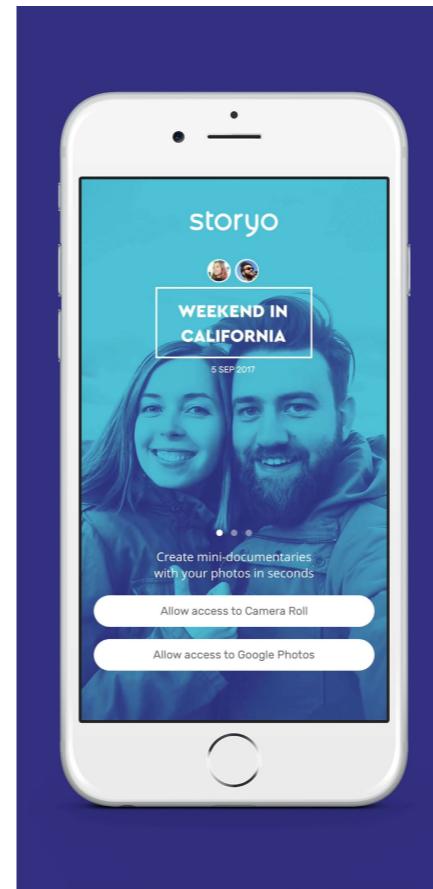
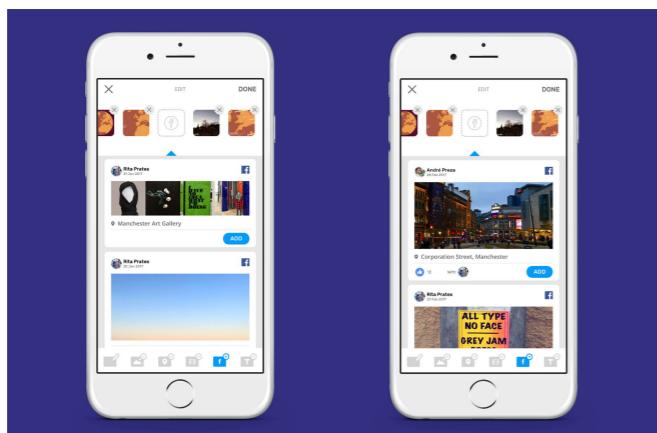
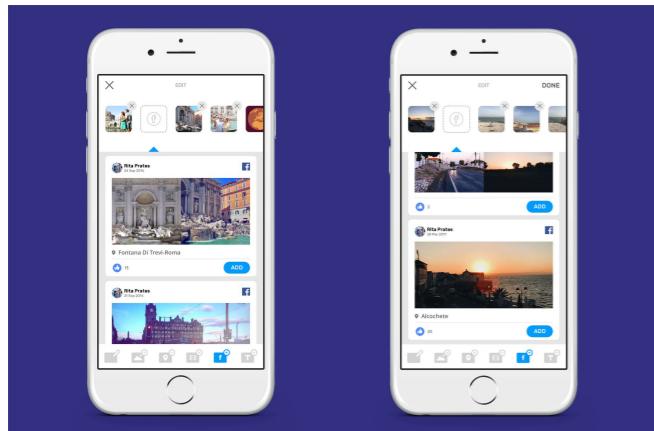
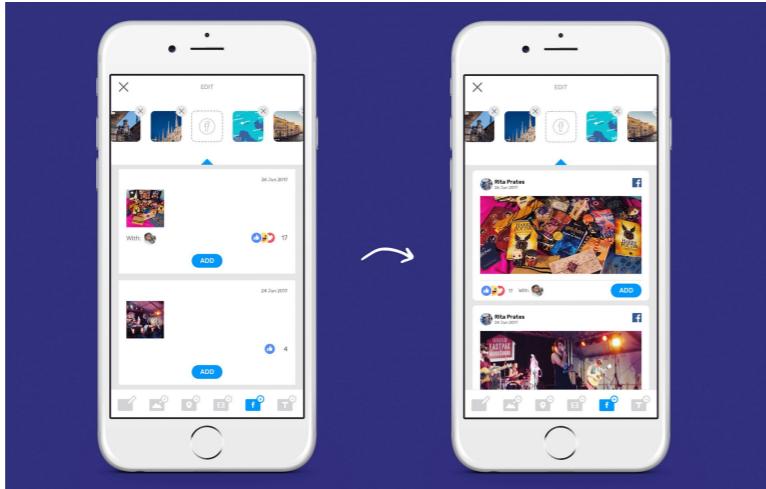


Storyo Facebook integration & onboarding

August/September 2017

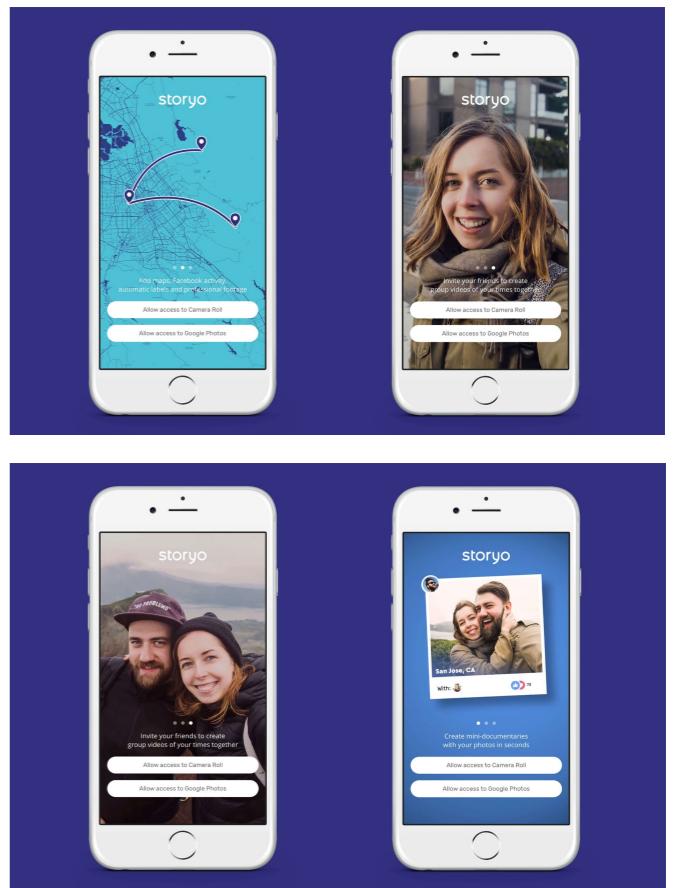
Client: Storyo app

redesign of
the Facebook
integration UI
in Storyo app,
having both
apps' design
principles
in mind.



check out www.ritaprat.es/storyo-fb-onboarding to see the video!

onboarding
video design
and execution
(in After Ef-
fects). Storyo
turns photos
into videos
with maps,
date, time and
FB posts, so
that was
replicated in
the video.

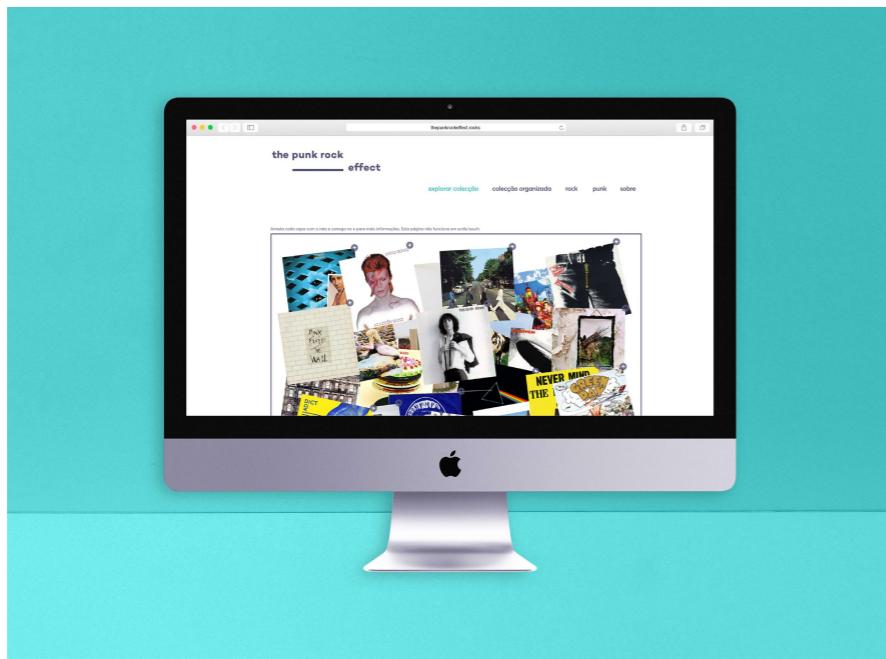


thepunkrockeffect.rocks

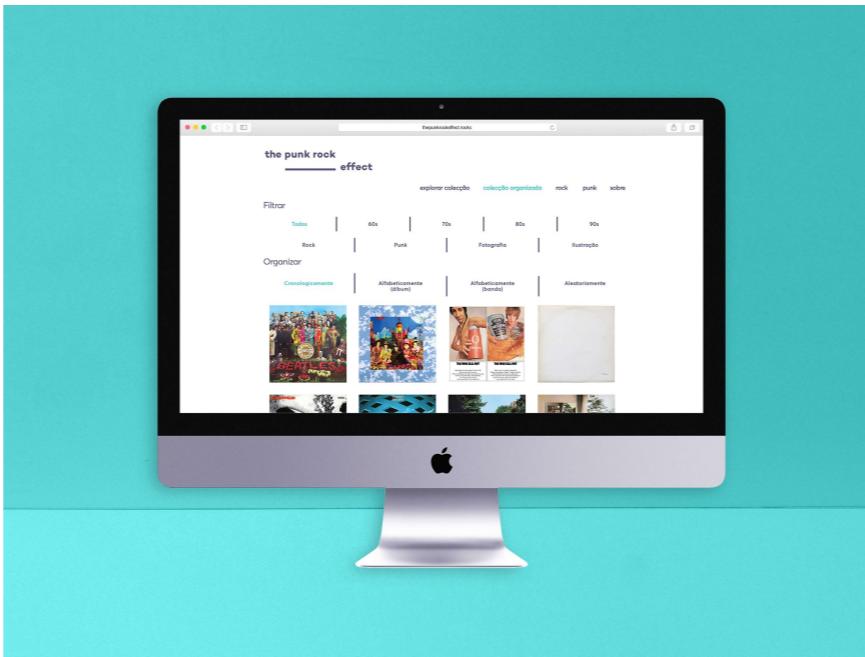
January 2018
Master's degree final project



this responsive website, the practical component of my thesis, allows the user to view the collection of album covers studied in the thesis in two ways:



one page allows the user to explore the collection by dragging the covers around, simulating a physical collection of records.



www.thepunkrockeffect.rocks

another page displays the collection organised and filtered according to various parameters.



when the user clicks on an album cover, a pop-up window with information, a gallery and a music player related to the chosen album opens.

there's also pages about the rock and punk movements in general and one about the project.



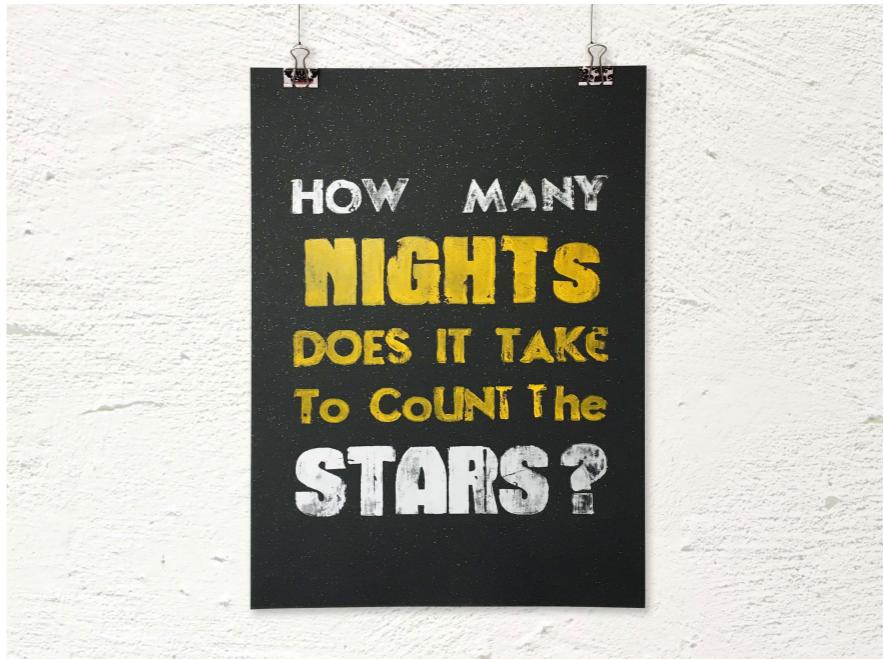
**advertising,
marketing &
social**

Letterpress posters

January 2016
University Project



a series of letterpress posters with lyrics from albums that reached the Top 10 on the Billboard album chart.



this project was based on a lot of experimentation with type and materials.

this was my first experience with letterpress, so I think it's interesting to keep the posters with mistakes in them.

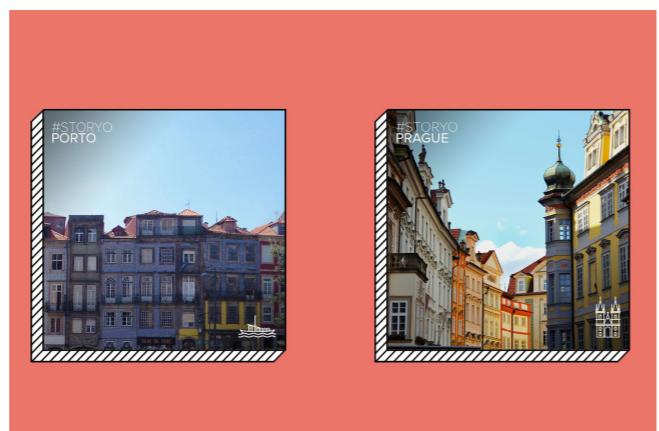
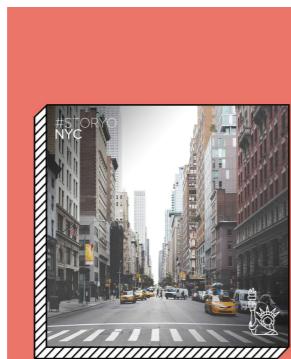


Storyo Cities Themes

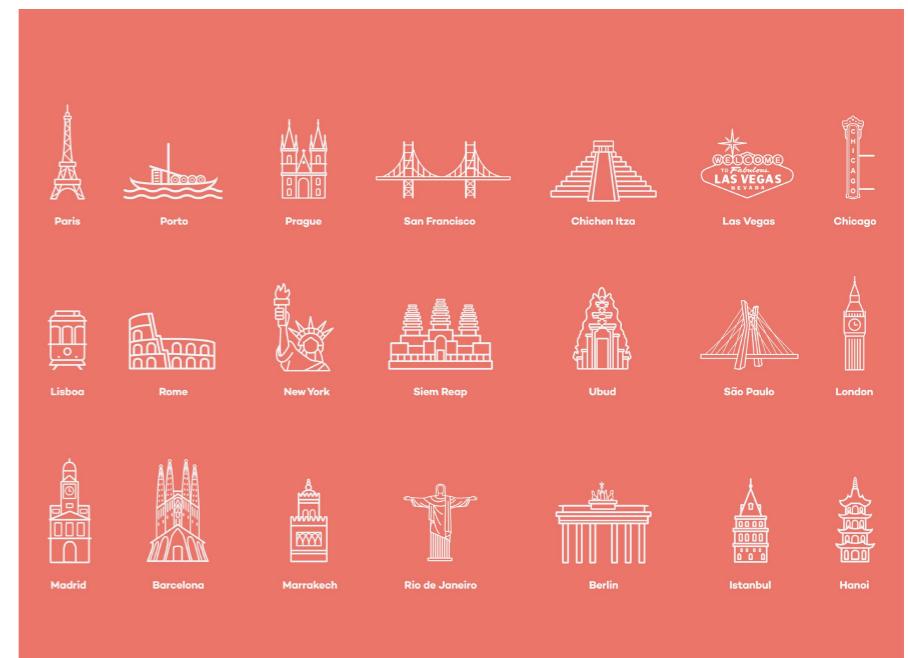
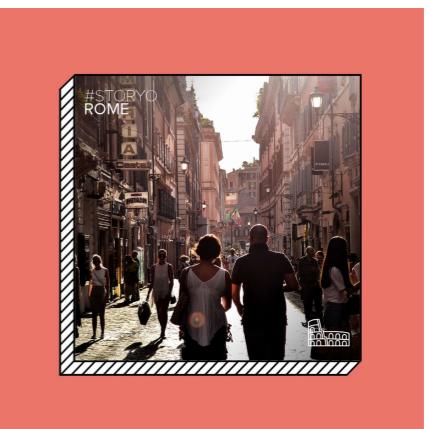
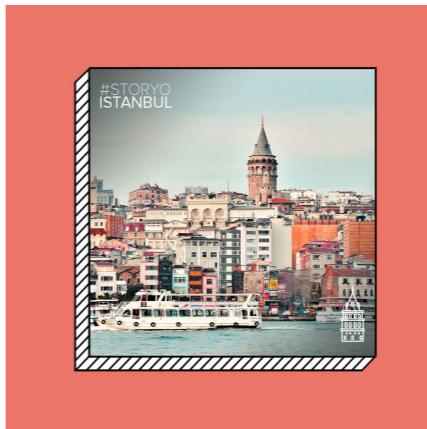
February 2017

Client: Storyo app

Storyo is an app that turns photos into video stories with maps, titles, captions and more; it was frequently used to document trips and special events.



this campaign was created based on a list of cities Storyo's users visited frequently and consists of one theme for every city.



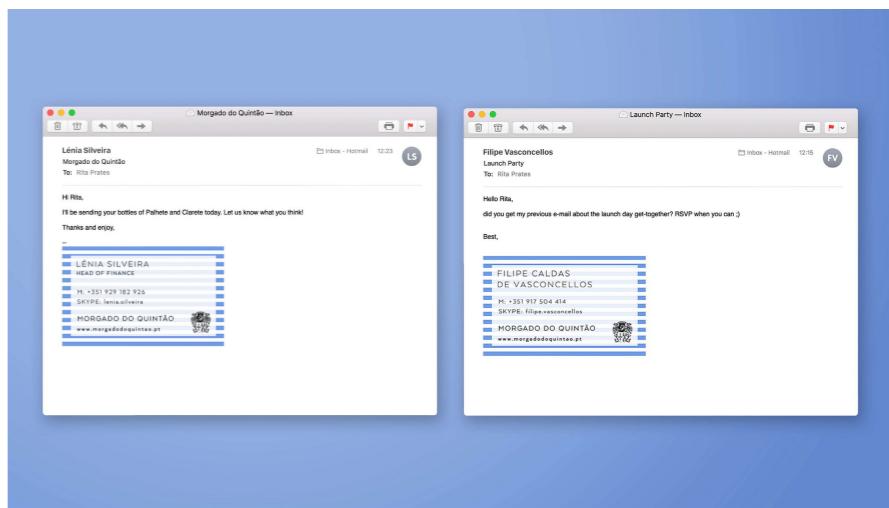
each theme consists of an overlay that features the city name and an icon designed specifically for it.

Morgado do Quintão Marketing & Promotion

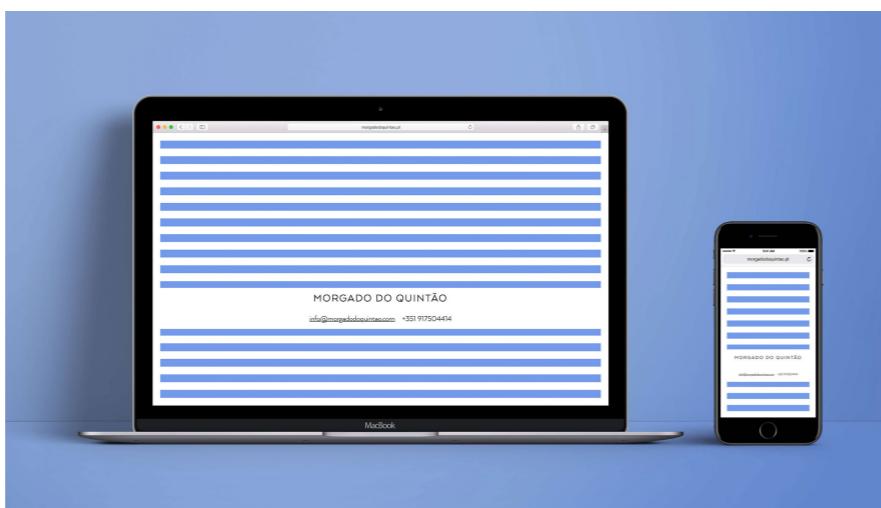
May - September 2017
Client: Morgado do Quintão



a simple HTML responsive landing page, e-mail signatures, a wine profile sheet and a DL flyer, all based on the sea-themed concept and packaging.



marketing and promotion material for Morgado do Quintão, a wine from the Algarve region of Portugal.



www.morgadodoquintao.pt



Craft based / Technology based

April 2014

University Project

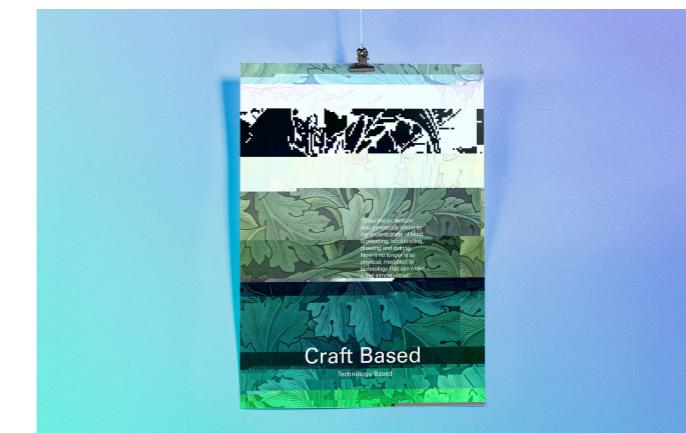
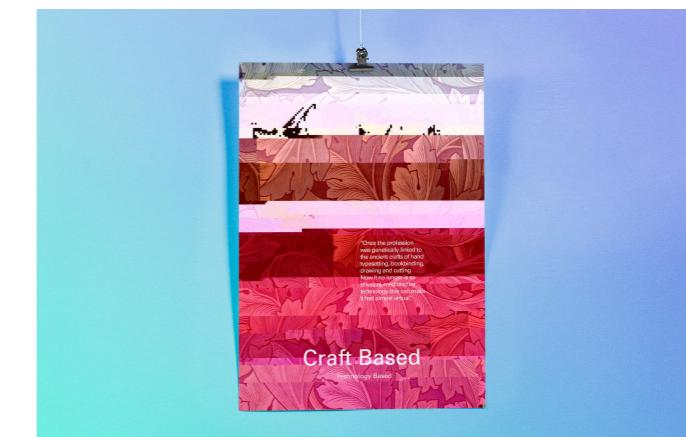
Note: no Photoshop was used in this project

a series of posters based on an excerpt of the text "Some Things Change, Some Things Stay the Same", by Chris Pullman:



"Once the profession was genetically linked to the ancient crafts of hand typesetting, book binding, drawing and cutting".

"Now it no longer is so physical, mediated by technology that can make it feel almost virtual. The basic tools are suddenly so different that, as McLuhan predicted, the things we can make, or even dream up, will be different.

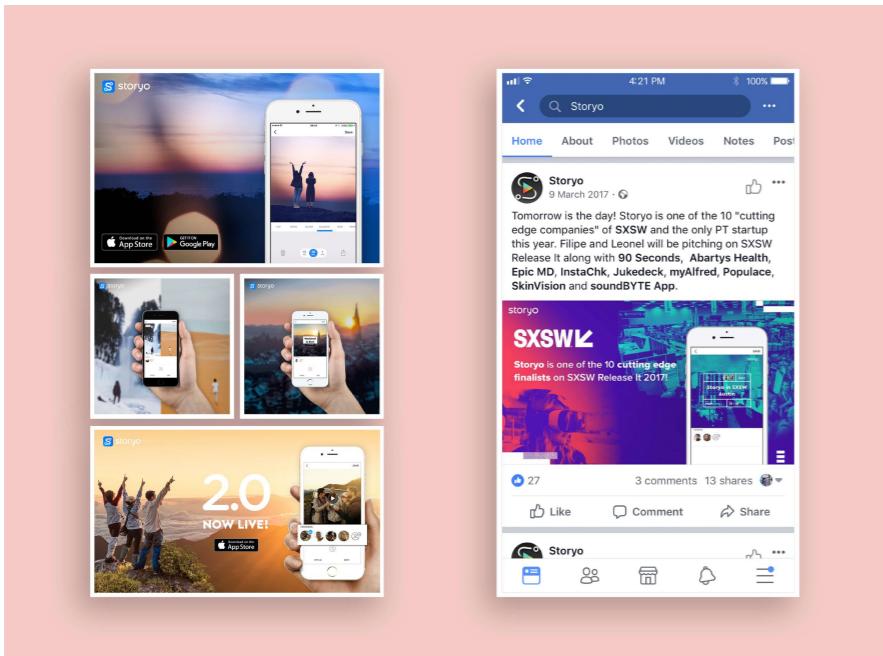


I opened an image of William Morris' Acanthus wallpaper, representative of the Arts & Crafts movement, in a text editor. By changing its code, I got surprising results that perfectly represent the changes that Pullman mentioned.

Storyo Social & Marketing

June 2016 - August 2017

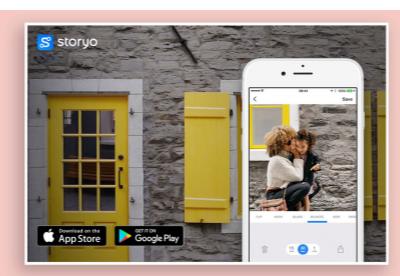
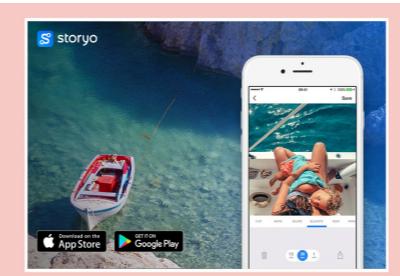
Client: Storyo app



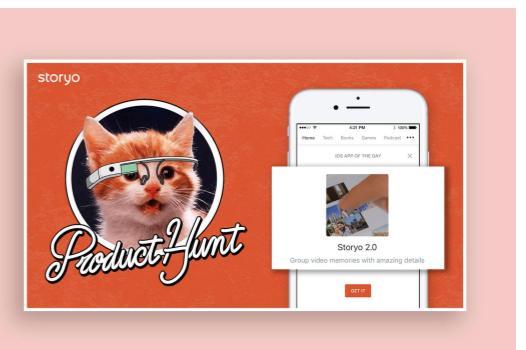
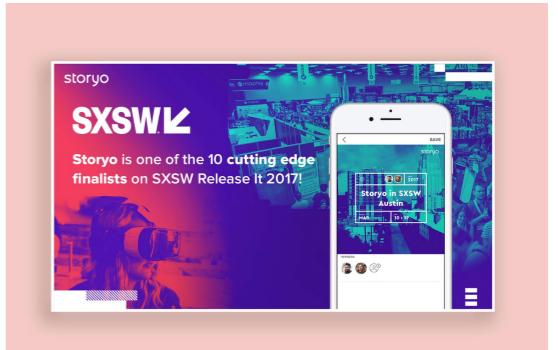
a collection
of images
created for
promoting
Storyo app



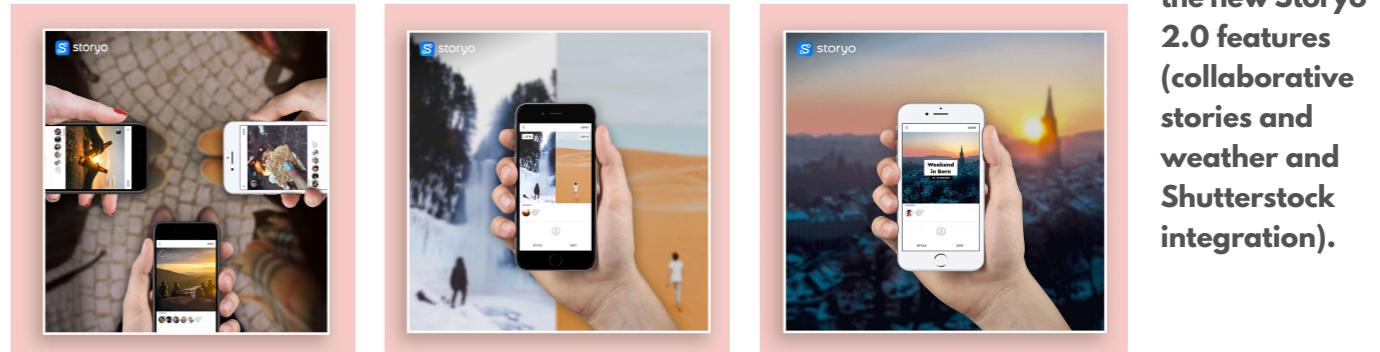
some promo
images for
version 1.0
of Storyo



a Storyo 2.0
launch image
and Product
Hunt & SXSW
feature images



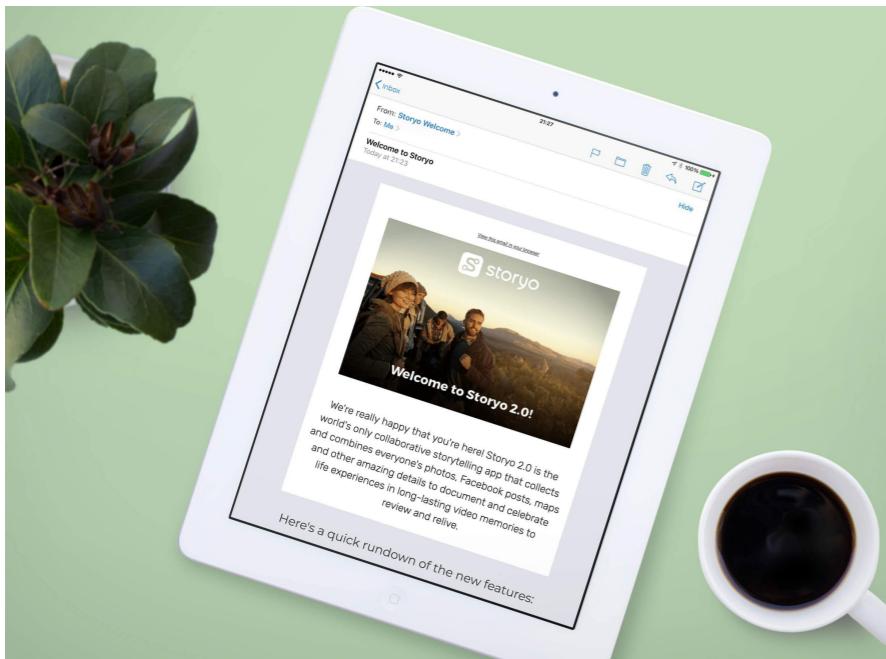
it includes
an overlay
made for a
collab with
Youtube channel
Amigo Gringo



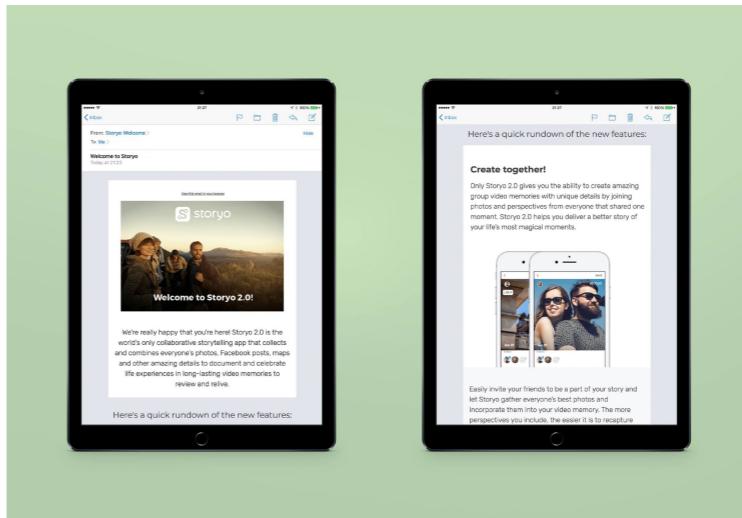
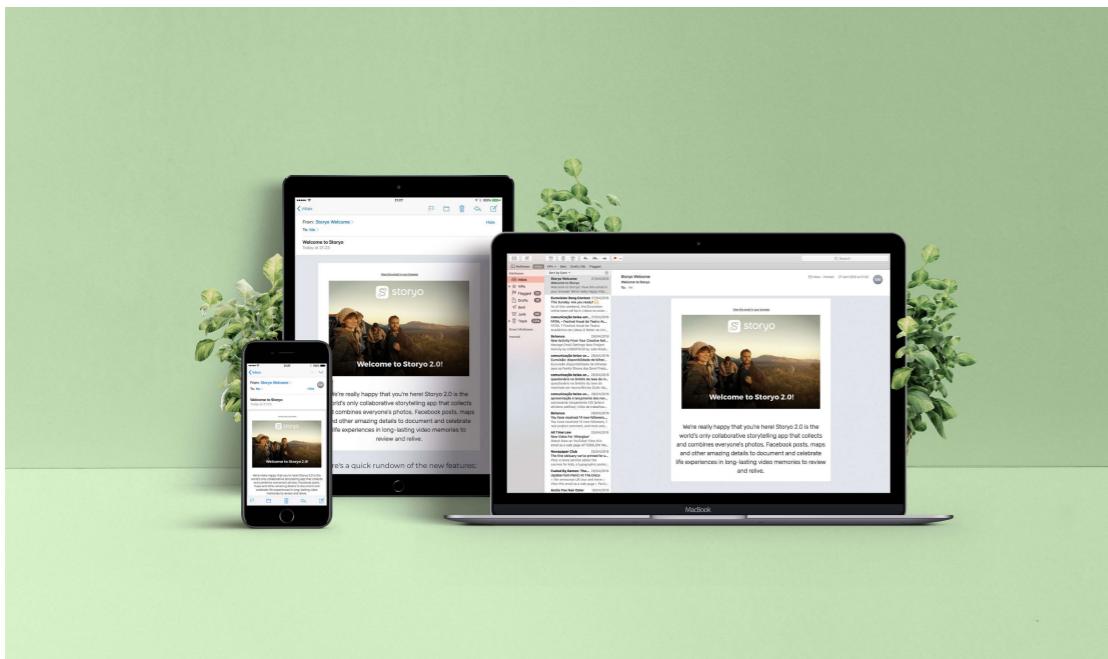
Storyo welcome e-mail

February 2017

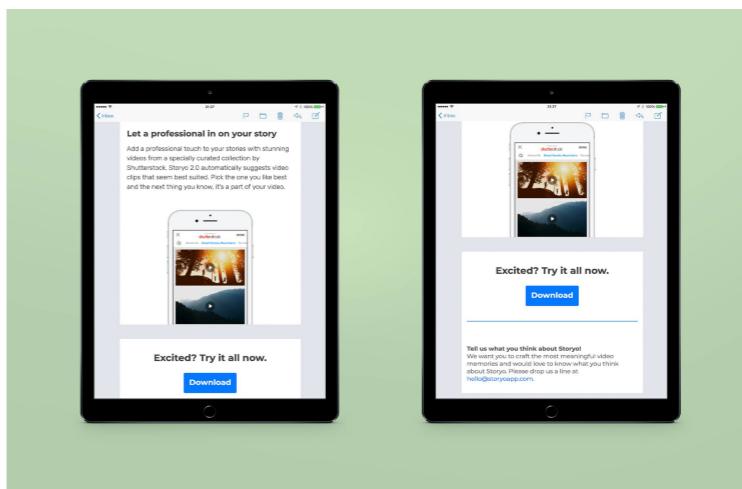
Client: Storyo app



design and coding of a welcome e-mail for Storyo 2.0 explaining the new features of that version.



check out



this project was very rewarding because I managed to achieve the desired result despite all the challenges of developing HTML e-mails.

I would love
to work
with you!