

ANA CARVALHO
VISUAL ARTIST
DIGITAL CONSULTANT
SENIOR UI/UX DESIGNER

Born

Lisbon, Portugal
4th November 1977

Nationality

Portuguese

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Digital Consultant/Designer with fifteen years of progressive experience in digital media, bringing in-depth knowledge of creative strategy, vision, communication, and management with an emphasis on brand strategy, ui/ux design research and testing, new business development pitch and presentation, digital strategy for social and convergent user experiences.

In the last six years, as Visual Artist she has been exploring new approaches, art forms of visual expression and abstract representation by working on mixed media projects from paper to digital.

SKILLS

Digital consultant, Creative Direction and Designer

Fifteen years experience delivering creative solutions, individually, and/or integrated in a multidisciplinary team, as well as assuming leading/managing functions for different sectors as Cultural and Arts, Museology, Education, Healthcare, Retail and Product, IT and Services.

Proven experience driving user-experience engagement across mobile, web platforms. Extensive experience in brand strategy, new business development pitch and presentation, user interface and experience design, and cross-platform product and service design development. Defining and implementing strategy and budgeting.

Leading and Management

Experience managing development programming. Leading cross-functional team collaboration and developing industry outreach opportunities.

Software

MAC OS and Windows

Adobe: Creative Suite, Flash, Indesign, After Effects, Acrobat Professional;

Microsoft Office; Axure.

HTML, CSS, Actionscript
Basic knowledges of Processing and Max/msp.

Languages

PORTUGUESE

Native proficiency

ENGLISH

Proficiency speaking and writing

(FCE - 1st Certificate - 1992/95 NIL [New Institute of Languages], Lisbon)

SPANISH

Proficiency speaking and elementary writing

(A1.1 - 1999 Instituto Cervantes, Lisbon)

EXPERIENCE

2018 **EDUCATIONAL PROJECT - 5A10SEGUNDOS.PT (work in progress)**
Descriptive Geometry - Maria João Müller (www.mariajoaomuller.com)

Creative Direction

2017 **LABVERDE ART RESIDENCY**
Art Immersion Program in the Amazon (www.labverde.com)

Artist residency

PORTUGUESE ACADEMY OF MUSICAL ARTS

Melleo Harmonia (www.melleoharmonia.com)

Creative and Digital Consultant, Creative Director

Branding and Webdesign Project

2016 **THE ARCTIC CIRCLE EXPEDITIONARY RESIDENCY JUN 2016**
The Arctic Circle - Summer Edition (www.thearticcicle.org)

Artist residency

UX DESIGN RESEARCH PROJECT [INSITUM]

for FACEBOOK - INSITUM PERÚ + SPAIN

Project Manager (INSITUM www.insitum.com)

Project focused on Facebook's post search feature. Users' adoption and understanding for improving post search efficiency and adequacy.

BRANDING PROJECT & EDITORIAL PROPOSAL

for EPICUR MAGAZINE (Lifestyle Magazine)

Creative Director (Collaboration with Marta Castro)

Branding project and Editorial Strategy proposal.

2015 **MICROSITE CALOUSTE GULBENKIAN PRIZE
ENEWS DESIGN**
for Calouste Gulbenkian Foundation (Portugal)
Creative Director and Interface UI/UX Designer
Web interface and UI/UX design project.

2013/14 **DIGITAL MEDIA CONSULTANCY - CALOUSTE GULBENKIAN
FOUNDATION**
for Calouste Gulbenkian Foundation (Portugal)
(cont.) Digital Consultant
Study centered on the analysis of the Foundation's Digital Media and Online presence.
Research on new approaches following the latest technology and trends.
Digital Strategy thinking, framework and guidelines for the future.

2012 - Present **DESCRIPTIVE GEOMETRY ONLINE PROJECT**
*for Porto Editora (the major portuguese educational publisher)
under the Executive Direction of Maria João Müller (architect)*
[www.portoeditora.pt/geometriadescritiva]
Creative and Digital Consultant, Creative Director and Interface UI/UX Designer
Digital Educational Project that aims to engage and stimulate students providing
them an user-centered and oriented learning platform.

COOKINGGRAPHICS
Co-founder with Marta Carvalho (infographic designer)
[www.cookinggraphics.com]
Conceptual infographics project based on cooking processes using cross-
-platform interactive media.

Sep 2008 - Nov 2011 **Senior Interactive UI/UX Designer**
YDREAMS, S.A., Lisbon
[www.ydreams.com]
Creative lead in research, vision, and design for implementation. Branding
and identity design, webdesign and ui/ux design projects - mobile apps, data
visualisation, digital signage, digital advertising and social media platforms -
- for different sectors such as Museology, Education, Retail, Product, Services,
Healthcare and IT. Focused on digital retail and product design, defined and designed
interfaces and software, creating new interfaces and user experiences approaches
to create new products facing the user needs.

- QUARTZ MUSEUM / Viseu Portugal [cargocollective.com/anovska01]
- CASA VASCO DA GAMA MUSEUM / Sines, Portugal
- PUAÇA CONGRESS CENTER - DIGITAL SIGNAGE
- PRODUCT SELECTOR
- YDREAMS WEBSITE (PREVIOUS WEBSITE)

- Oct 2007 - Aug 2008 **Senior Webdesigner**
WEBNOTE, STRAT WEB/ STRAT GROUP Digital Advertising Agency
 Web interfaces and digital solutions design.
- 2003 - 06 **Web and Print Designer 2003-06**
DIGITAL ARTS CENTER ATMOSFERAS
 Digital Arts Platform [online and offline]
 Interactive, print designer and creative lead.
- 1999 - 2000 **Intern Webdesigner**
AUTOR, TECNOLOGIAS MULTIMÉDIA
 Web and new media design. Infographics. Information architecture.
- 2002 - 12 **Independent Creative Director and Designer**
 Creative direction and implementation of branding and identity design, web design and user experience, digital animation and illustration, and print design.
 Project management and budgeting. Information architecture. Programming implementation management. Creative lead and digital consultant.
- 2012 **GFI Portugal - IT Services**
 Document Management Software UI/UX Design
 CMVM Web UI/UX Design Concept
- 2008 - 11 **GALERIA 111 Contemporary Art Gallery**
 [www.111.pt]
 Branding and Identity Project
 Catalogue Collection Project
 Website, Enews and Backoffice Project
- 2005 - 06 **GALERIA LISBOA 20 / Contemporary Art Gallery**
 [www.miguelnabinho.com.pt]
 Website and Backoffice Project

Previous projects

SIMPLEBUE, DESIGN CONSULTING

Web and Digital Design

IMATERIAL, PRODUÇÃO DE IDEIAS

Branding, Identity, Print Design and Digital Presentation

ETIC [Professional School of Image and Communication]

Branding, Identity, Print and Webdesign

O ESPAÇO DO TEMPO Choreography Center of Montemor-o-Novo, PT

Project presentation / Print Design

A COBRA LARANJA Children Publisher, Montemor-o-Novo, PT

Website / Webdesign

SODIA - Business Park of Setúbal, PT
Branding, Identity, and Website

ART PROJECTS

- 2017 - 18 **AMAZÓNIA**
Work-in-progress project
- 2016 - 17 **ÁRTICO I, II and III**
Mixed Media Project
Mixed media series on paper
- 2014 - 15 **CRIATURAS Series**
Drawing Project
Mixed media series on paper
- 2014 **INSECTOS Series**
Drawing Project
Graphite and pastel on paper
- 2006 - 07 **LX 2.0 PROJECT**
Lisboa20 / Miguel Nabinho Art Gallery
Project focused on commissioning projects and promoting emerging artists.
The web interface combines two complementary visual layers, one serious and monochromatic, related with the project's content and the other on background, plays randomized colored organic forms, metamorphosing in a very slow motion.
- 2004 - 05 **SIMBIOSIS**
Co-Author with Pedro M. Rocha (composer)
Experimental closed artwork that explores and crosses of sound and visual universes.
Ordinary concepts simultaneously from both fields (ex. color, texture, rhythm, volume), create a narrative landscape through a coincidence and difference collateral modular system.
- 2000 -01 **DIAPHONIA**
Master degree's final project
Tutored by José Manuel Berenguer
Interactive installation realtime software *max/msp* based, that explores the fields of image (Kandinsky), sound (Pythagoras), body (balance) and space.

EDUCATION

- 2000 - 01 **MASTER DEGREE IN DESIGN AND NEW MEDIA INTERFACES**
Escola Superior de Disseny Elisava, Barcelona
Tuition by José Manuel Berenguer (artist and musician)
- 1998 - 99 **DESIGN SEMINAR**
A.R.C.O [Centro de Arte e Comunicação Visual], Lisbon
- 1995 - 99 *Oriented by Henrique Cayatte (graphic designer) and Jorge dos Reis Tavares (typography conceptualist)*
The contemporaneity of Graphic Design, Visual Ergonomy.
Typography and Print Production.
- DEGREE IN GRAPHIC DESIGN**
I.A.D.E. [Instituto de Artes Visuais, Design e Marketing], Lisbon

ADDITIONAL EDUCATION

- 2018 **PSYCHOLOGY OF INTERACTION DESIGN (Still on)**
Interaction Design Foundation (www.interaction-design.org)
- 2012 - 2014 **FINE ARTS / Resident Artist**
MArt, Lisbon
Oriented by the artist André Almeida e Sousa e Paulo Brighenti
- 2011 - 2012 **FINE ARTS / Advanced Course**
Arte Ilimitada School, Lisbon
Oriented by the artist Carlos Correia
- 2011 **FINE ARTS / DRAWING AND PAINTING Medium-term Workshop**
A.R.C.O [Centro de Arte e Comunicação Visual], Lisbon
Oriented by the artists André Almeida e Sousa and João Miguéis
- SCULPTURE WORKSHOP Mold techniques and materials**
A.R.C.O [Centro de Arte e Comunicação Visual], Lisbon
Oriented by Rui Vasquez (artist - sculpture)

- 2009 **ELECTROACOUSTICS MUSIC Workshop**
Sound Design and Spacialization I e II (cont.)
 Faculdade de Ciências Sociais e Humanas
 da Universidade Nova de Lisboa
Oriented by Jaime Reis (composer)
 Electroacoustic Music History references, sound edition software and tools.
 Concept and process of sound spacialization.
- 2005 **ACTIONSRIPT ADVANCED**
 ETIC [Professional School of Image and Communication], Lisbon
- PROCESSING WORKSHOP ***
 ATMOSFERAS [Digital Arts Center], ETIC Lisbon
 * Processing is an electronic sketchbook for developing ideas.
 It is a context for learning fundamentals of computer programming in a visual context
- 2002 -03 **MAX/MSP JITTER COURSE ****
 Aula do Risco, Lisbon
 ** Max is a visual programming language for music and multimedia software.
 It has been widely used by composers, performers, software designers, researchers, and artists for
 creating innovative recordings, performances, and installations.
- 2001 **“EL PAISAGE SONORO” WORKSHOP**
 Convent de Sant Agustí, Barcelona
 Soundscape and Sound Art concepts and projects workshop.
- MUSIC COMPOSITION MASTERCLASS**
 UPF [Universidad Pompeu Fabra], Barcelona
Oriented by Walter Zimmermann (composer)
- 1997 - 98 **VIOLA COURSE 7th year Music Conservatory**
 A.A.M. [Academia de Amadores de Música], Lisbon