

# JÚLIA TRINDADE

she/her

→ Graphic Designer

hi@juliatrindade.com

be.net/juliadrindade

linkedin.com/in/juliadrindade

## About me :-)

A Brazilian designer based in Lisbon specializing in graphic design and art direction at the intersection of music, fashion and culture.

## Education

### Wix Playground Academy (Jan 2022- Feb 2022)

- Exclusively selected as one of 33 participants out of 600+ candidates for Wix's intensive 1-month web design program.
- Designed a high-level personal portfolio.
- Attended enriching lectures and workshops on coding, UX, motion graphics, content writing and art direction.

### Streetwear Essentials (Jan 2022)

- Online program from Parsons School of Design created to explore all aspects of the streetwear industry, featuring many recognized leaders from across the streetwear world.
- Awarded by Yellowbrick with a scholarship to cover 75% of the regular cost of tuition.

### Design (BA Hons)

IADE - Universidade Europeia (2018-2021)  
Lisbon, Portugal

### Visual Design

Escola Superior de Propaganda e Marketing  
(2017-2018)  
Porto Alegre, Brazil

### Marketing & Advertising

Escola Superior de Propaganda e Marketing  
(2016-2017)  
Porto Alegre, Brazil

## Skills

- Adobe Creative Suite: deep skills in Photoshop, Illustrator, InDesign; beginner skills in After Effects and XD.
- Good knowledge and understanding of print design practices and production.
- Intermediate knowledge and understanding of digital design practices, UI, UX.

\*References available on request

## Experience

### Graphic Designer, Selina (July 2021 -)

- Selina is one of the world's largest hospitality brands built to address the needs of Millennial and Gen Z travelers.
- Contacted by Selina's Brand Director to join the Global Brand Team.
- Supporting locations' brand needs, creating high-level content in various type of projects, implementing brand standards across locations and being able to maintain brand consistency throughout different projects.

### Freelance Designer (2020 -)

- Selected clients: Melissa, Studiorise, Fábrica Coffee Roasters, Valsa, Carol From Lisbon, Leonor Perestrelo, Pacchi.

### Graphic Designer, NUAR Plataforma (May - July 2021)

- NUAR is a Brazilian brand and digital platform - in search of a better impact: for the people, the planet and the animals - created by Bergamotta Works, an innovation lab powered by Grendene S/A.
- Responsible for NUAR's Instagram (@nuar.plataforma), creating the design of all posts and stories, during a 2-month freelance contract.

### Graphic Designer & Content Creator, DiVERGE Sneakers (Feb - March 2021)

- DiVERGE is a decentralized digital brand that promotes environmental and social impact in the apparel industry.
- As the first hired - and only - designer at the company, I was responsible for keeping things innovative, covering design, art direction, content creation & more on a wide range of projects and marketing campaigns to be used mostly on social media.

### Art Direction Intern, Wunderman Thompson Portugal (Sep - Dec 2020)

- My career started when one of my professors at Uni invited me to be an Art Direction intern for 3 months at Wunderman Thompson Portugal, the agency where he's the Executive Creative Director, because he really liked my work during his class.
- Actively contributed to a wide range of creative projects for clients such as Asisa, KitKat and Nivea.

## Awards

### Best Fashion Editorial of the Year, ESPM Awards Night 2017

- The ESPM Awards Night aims to recognize the best academic work developed by students. The event, which involves ESPM (Escola Superior de Propaganda e Marketing) students, teachers and employees, provides an important approximation of the market with our talents, through the award and party held.