

# JÚLIA TRINDADE

she/her

→ Graphic Designer

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## About me :-)

A Brazilian designer based in Lisbon specializing in art direction and graphic design at the intersection of 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, Figma.
- Good knowledge and understanding of print design practices and production.
- Intermediate knowledge and understanding of digital design practices, UI, UX.
- **Languages:** Portuguese (native), English (fluent), Spanish & French (limited working proficiency).

## Experience

### Graphic Designer & Production Assistant, +351 (Jan 2023 - )

- +351 is a fashion lifestyle brand inspired by the Atlantic. The brand stands for the Portuguese dialing code which is a reflection of its DNA: designed in Lisbon / made in Portugal.
- Responsible for the design of campaign launches across digital, social, in-store and print.
  - Collaborating on campaign and e-commerce shoots and undertaking art direction and content creation.
  - Assisting the development of new products for the brand as well as collabs with other brands.
  - Keeping track of product development from planning to execution, developing tech packs and keeping contact with suppliers.

### Freelance Designer (2020 - )

- Selected clients: Melissa, Studiorise, Fábrica Coffee Roasters, FlixBus, EleEla Café, Valsa, Carol From Lisbon.

### Graphic Designer, Selina (July 2021 - Nov 2022)

- Selina is one of the world's largest hospitality brands built to address the needs of Millennial and Gen Z travelers.
- 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.

### 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 at Wunderman Thompson Portugal.
- Actively contributed to a wide range of creative projects for clients such as Asisa, KitKat and Nivea.

## Interviews, talks, awards & features

### Talk A Nova Fornada, Descomunal, Nov 2022

- Featured on Descomunal's Instagram page + selected as one of the 12 best emergent designers in Portugal by Descomunal in 2022.

### On the Rise Interview with Wix Playground, Sep 2022

- *Emerging Brazilian designer Júlia Trindade shares her passion for skateboarding, fashion, editorial design, and the way they all connect.*

### 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.

\*References available on request