

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 art, 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, +351 (Jan 2023 -)

- +351 is a lifestyle brand inspired by the Atlantic. In between catching waves at home and traveling the world to explore other cultures, +351 was born. 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.

Freelance Designer (2020 -)

- Selected clients: Melissa, Krausz Atelier, Studiorise, Valsa, Fábrica Coffee Roasters, NUAR Plataforma, 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.
- 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.

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.

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 + talk about my work.

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.