



## PAULO ROBALO

### Contacts

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### Portfolio

<https://paulorobalosantos.site>

With a multidisciplinary background, has conceived, produced and directed multiple graphic design projects. Experience in team and project management as well as in production - Video, Theatre, Photography and Events. Favours the following areas: Brand Design, Editorial Design, Packaging, Web, Copy, Illustration and Photography.

## EXPERIENCE

### Graphic Design

#### skills

**editorial:** *adobe inDesign.*

**graphic editing:** *adobe Illustrator.*

**image / photography editing:** *adobe Photoshop, adobe Lightroom.*

**ui/ux:** *Sketch, Figma.*

**web:** *html, css.*

**web cms:** *Wordpress, Joomla.*

**e-commerce cms:** *WooCommerce, Shopify.*

**web marketing:** *Seo, Analytics, Mail Marketing.*

**video editing:** *adobe Premiere.*

**sound editing:** *adobe Audition.*

**typography:** *FontLab.*

**office suites:** *microsoft Office*

#### work experience

06\_22 / 06\_23. NOVA SBE - NOVA SCHOOL OF BUSINESS & ECONOMICS  
Graphic Design / Designer.

07\_21 / 04\_22. ROCKLAND - ADVENTURE OUTDOOR  
Photography & Image Editing, Digital Marketing Foundations, Seo.

12\_19 / 08\_20. COMECA, SA  
Brand Design, Editorial Design, Web Marketing / *Creative Direction & Design.*

11\_17 / 10\_19. GALERIA REVERSO (monthly retainer)  
Web, Graphic Design & Digital Marketing / *Designer.*

09\_17 / 07\_19. CENTRO DE HISTÓRIA DA UNIVERSIDADE DE LISBOA (monthly retainer)  
Web Design / *Designer.*

07\_15 / 08\_19. THE MONO PROJECT / CREATIVE STUDIO (part-time)  
Design and Production / *Creative Direction & Design.*

07\_03 / 12\_03. RMAC, AGÊNCIA DE DESIGN  
Graphic Design / *Designer.*

01\_03 / 08\_03. FAST-PRESS EDIÇÕES / PUBLISHING HOUSE  
Editorial Design / *Designer.*

03\_02 / 01\_03. WM - WASHING MACHINE, PRODUÇÃO DE IMAGEM / MULTIMEDIA STUDIO  
Web and Graphic Design / *Web Division Creative Direction & Design.*

01\_99 / 02\_02. 37DESIGN, AGENCIA DE DESIGN / DESIGN AGENCY  
Web, Graphic Design and Multimedia / *Web & Multimedia Division Creative Direction.*

12\_00 / 12\_01. WM - WASHING MACHINE, PRODUÇÃO DE IMAGEM / MULTIMEDIA STUDIO  
Web and Graphic Design / *Designer.*

02\_99 / 09\_00. TRAÇA DESIGN, AGÊNCIA DE DESIGN / DESIGN AGENCY  
Graphic Design / *Designer.*

12\_97 / 12\_98. NOVODESIGN, AGÊNCIA DE DESIGN / DESIGN AGENCY  
Graphic Design / *Designer.*

11\_96 / 10\_97. PICTORIAL, PRODUÇÃO GRÁFICA / GRAPHIC PRODUCTION  
Graphic Design / *Desktop Publishing, Color Correction and Graphic production.*

08\_95 / 10\_96. PLANET DESIGN, AGÊNCIA DE DESIGN / DESIGN AGENCY  
Graphic Design / *Designer.*

## **Illustration**

Besides the illustration work within graphic design, had assignments with the following magazines until 2003 (sel.):

- *Rotas e Destinos, Exame, Casa Cláudia e Casa Cláudia Arq., Semanário Já, Público, Marie Claire, Elle, etc...*

## **Video**

2018. URBAN\* (DOC.) / *\*in post-production*  
Director.

2011. MY CHOICE (DOC. 45') / CASA DAS HISTÓRIAS PAULA REGO  
assistant director and sound editing / dir. Francisco Rocha.

2010. THE HOUSE OF LOVE (LOOP 15') / LUX FRÁGIL  
assistant director and photography / dir. Francisco Rocha.

2009. KWY - UMA RETROSPECTIVA (DOC. 43') / CCB  
video and sound editing / dir. Manuel Pires.

CORPO DE LETRAS (DOC. 45') / FUNDAÇÃO DE SERRALVES  
video and sound editing / dir. Manuel Pires.

30 ANOS DE DIFERENÇA (DOC. 25') / GALERIA DIFERENÇA  
video, sound editing and camera / dir. Manuel Pires

## **Photography**

Although the photography practice developed within fine arts projects, a multidisciplinary approach was always present (fashion, architecture, journalism...). Currently keeps his praxis focused within the graphic design work. Until 2003 had assignments with the following magazines (sel):

- *Rotas e Destinos, Exame, Politika, Volta ao Mundo, Semanário Já, Marie Claire, Elle, etc..*

### Monographs (sel.)

2011. RETRO FUTURE / EXD'11 - MODA LISBOA  
Product Photography (Moda Lisboa - 20 years of graphic design),  
*pub. Associação ModaLisboa, Lisboa.*

1994. CERÂMICAS E VIDROS DE TORRE DE ARES / JEANNETTE U. SMIT NOLEN  
Product Photography (archaeology artefacts, Mosteiro dos Jerónimos),  
*pub. Museu Nacional Arqueologia, Lisboa.*

1993. VASCO VIEIRA DA COSTA - OS CAMINHOS SOMBREADOS DO SOL in  
"LA MODERNIDAD IGNORADA" / MARIA JOÃO TELES GRILO  
Architecture Photography (architecture works, Luanda),  
*pub. Fundación General de la Universidad de Alcalá, Madrid.*

1992. BELGAIS / MARIA JOÃO PIRES  
Architecture Photography (Belgais project, Castelo Branco),  
*pub. Deutsche Grammophon, Tóquio.*

1991. PEIXE / POLITIKA (Special edition )  
Photographic report (photographic reportage of Peniche's village fishing industry),  
*pub. Politika XXI, Lisboa.*

## **Teaching**

Teaches since 1993 and regards it as crucial within the design activity. As a teacher his main interests are project development and visual culture studies.

### resident teacher

09 / 16 . LSD - LISBON SCHOOL OF DESIGN  
Graphic Design Courses Pedagogical Coordinator, Teacher.

10 / 11 . LXSCHOOL  
Main Pedagogical Coordinator, Teacher.

08 / 09 . CREATIVE STATION  
Graphic Design teacher.

98 / 99 . EPCI - ESCOLA PROFISSIONAL DE COMUNICAÇÃO E IMAGEM  
Visual Education and Photography teacher.

## **Teaching** (cont.)

- 93 / 95 . ETIC - ESCOLA TÉCNICA DE IMAGEM E COMUNICAÇÃO  
Project and Photography teacher.
- 93 / 95 . EPI - ESCOLA PROFISSIONAL DE IMAGEM  
Photography teacher.
- 93 / 95 . MAUMAUUS - CENTRO DE ARTES VISUAIS  
Introductory Studies in Photography Coordinator, Teacher.
- 93 / 94 . AR.CO - CENTRO DE ARTE E COMUNICAÇÃO VISUAL  
Introductory Studies in Photography, Teacher.

### visiting lecturer / teacher

- 15 / 16 . LSD SAMPA / POLO DE SÃO PAULO, BRASIL  
"Art Teaching & Pedagogy" / *Seminar*.
- 14 / 15 . HOGESCHOOL ROTTERDAM / WILLEM DE KOONING ACADEMIE  
"Photography in Context" / *Seminário*.
- 10 / 11 . UNIVERSIDADE NOVA / FCSH  
Image & Photography / *Workshop*.
- 94 / 95 . ESAD - ESC. SUPERIOR ARTES E DESIGN DAS CALDAS DA RAINHA  
Photography & Visual Culture / *Teacher*.
- 94 / 95 . IADE - INSTITUTO DE ARTE E DESIGN  
Photography / *Teacher*.

## **Corporate Training**

Conceived and developed "on site" training events for the following corporations:

- 2009 . PÁGINAS AMARELAS / DEPº. DESIGN GRÁFICO - PORTO  
"Desktop Publishing with Adobe InDesign" (80h) / *Desktop publishing office staff training*.
- . MASSIVE, DIGITAL CREATIVE AGENCY / DEPº DESIGN GRÁFICO - OEIRAS  
"Advanced Publishing with InDesign" (12h). / *Graphic design office staff training*.
- 2003 . MINITEL / WACOM - LISBOA  
"Vector Illustration with Graphic Tablets" (4h) / *Invited designers and illustrators training within the Wacom Cintiq presentation*.
- 2002 . PCMEDIC - LISBOA  
"MacOs" (8h) / *Help-desk staff training*.

## **EDUCATION**

### **Formal Education**

- Philosophy (BA/MA), *Faculdade de letras da Universidade de Lisboa, Lisboa.*
- First Certificate in English, *Cambridge School, Lisboa.*
- Diplome de Langue Francaise, *Alliance Francaise, Lisboa.*

### **Vocational Courses**

#### design

- Human Computer Interaction (HCI) Fundamentals, *Georgia Tech.*
- Product Design, *Udacity, by Google.*
- UX Design & Evaluation, *Hec Montréal Micromasters.*
- Mobile Web Specialist Track, *Udacity, by Google Developer Challenge Scholarship.*
- Google Ads & Google Analytics, *Google Startup School.*

#### drawing & photography

- Engraving, Studio Workshop, *Galeria Monumental, Lisboa.*
- Advanced Drawing Studies, *SNBA - Soc. Nac. Belas Artes, Lisboa.*
- Advanced Studies in Project and Photography, *Maumaus - Centro Artes Visuais, Lisboa.*
- Professional Photography Course, *ETIC - Esc. Tec. Imagem e Comunicação, Lisboa.*

## **ABOUT ME / CONTACTS / PORTFOLIO**

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