

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



## PAULO ROBALO

### Contacts

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### Portfolio

<https://paulorobalosantos.site>

## 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.

**cms:** Wordpress, Squarespace, Webflow.

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

**web marketing:** Seo, Analytics, Mail Marketing, Meta Business Suite.

**video editing:** adobe Premiere.

**sound editing:** adobe Audition.

**office suites:** microsoft Office

#### work experience

09\_24 / Current. TOPTAL - MANAGEMENT CONSULTING SERVICES & SOLUTIONS (Freelance)  
Senior Designer / *Graphic, Digital, Editorial & Brand Design, Copywriting and creative Direction.*

09\_24 / 08\_25. LEROY MERLIN, CONTINENTE, TCB DESIGN, IMP. NACIONAL... (Freelance)  
Editorial Designer / *Editorial & Digital Design, Product Photography, Image Editing, Pagination and Translation.*

05\_24 / 01\_25. CONVENTO DA TERRA - FUNDAÇÃO DAST (retainer agreement)  
Senior Designer / *Web Design & Image Editing.*

09\_23 / 09\_24. JOSHUA'S GROUP (retainer agreement)  
Senior Designer / *Product Photography & Video, Digital Design, Digital Marketing Foundation, Desktop Publishing and Translation.*

06\_22 / 06\_23. NOVA SBE - NOVA SCHOOL OF BUSINESS & ECONOMICS  
Lead Designer / *Graphic & Digital Design, Signage and Copywriting.*

07\_21 / 04\_22. ROCKLAND - ADVENTURE OUTDOOR (retainer agreement)  
Senior Designer / *Photography & Image Editing, Digital Marketing Fundations, e-Commerce Management & Seo.*

12\_19 / 08\_20. COMECA, SA  
Creative Direction & Lead Designer / *Brand Design, Editorial & Digital Design.*

11\_17 / 10\_19. GALERIA REVERSO (monthly retainer)  
Creative Direction & Lead Designer / *Web & Graphic Design, Seo, Copywriting and Translation.*

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

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

01\_03 / 07\_03. FAST-PRESS EDIÇÕES / PUBLISHING HOUSE  
Editorial Designer / *Editorial Design, Image Editing & Desktop Publishing.*

03\_02 / 01\_03. WM - WASHING MACHINE, PRODUÇÃO DE IMAGEM  
Creative Direction & Lead Designer / *Web Design, Multimedia & Graphic Design.*

01\_99 / 02\_02. 37DESIGN, AGÊNCIA DE DESIGN  
Creative Direction & Lead Designer / *Web Design, Multimedia & Graphic Design.*

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

08\_95 / 10\_97. PLANET DESIGN, AGÊNCIA DE DESIGN  
Senior Designer / *Graphic Design, Editorial Design & Desktop Publishing.*

## **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. 38') / LEIRIA FILM FEST' 19  
Director & Producer

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 GRILLO  
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 . MAUMAUS - 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 ROTERDAM / 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 . MINTEL / 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/MPhil), *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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