



INÊS PEQUITO

Communication Designer & Marketeer

www.inespequito.com

about me

I am a Communication Designer with seven years of experience, focused on creating visually impactful and meaningful experiences.

I specialize in communication design, particularly corporate branding, editorial design, and digital marketing.

contacts

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language proficiency

English

Fluent

2016 | C2 Level awarded by the Online Linguistic Support of the Erasmus + program

2013 | B2 Level awarded by the University of Cambridge - ESOL Examinations

Portuguese

Fluent (mother tongue)

awards

Take My Coat | BEST ORIGINAL IDEA

2016 | Developed a campaign to support refugees for a contest by the Refugee Support Platform, Zurich, and the artist Ana Stilwell.

professional experience

Jan 2023 - present

Marketing and Communication Manager | EMPIFARMA

Responsible for the Marketing and Communication department within the company. I have been in charge of consolidating the company's graphic identity, ensuring a cohesive and identifiable visual language that strengthens the company's branding. I am also responsible for creating and ensuring the execution of the company's Marketing Plan across all communication channels and throughout all phases of each initiative.

Apr 2018 - Oct 2022

Marketing Assistant | DATABOX INFORMÁTICA

Responsible for designing email marketing campaigns, branding, and print advertisements. I created graphic content for social media, the website, and promotional materials. I supported the analysis of performance data.

2014 - 2021

Freelance Communication Designer

Developed graphic design projects for clients from various sectors, including associations and companies. Created visual identities, editorial design projects, social media, and promotional materials.

academic background

Sep 2015 - Dec 2017

Master's in Communication Design | FACULDADE DE ARQUITETURA DA UNIVERSIDADE DE LISBOA (FAUL)

This master's program, in addition to providing theoretical competencies in various areas of communication design, challenged me to think about design in a practical and applied way. I worked on projects that had a direct impact on society, helping me develop strong conceptualization skills and the ability to solve visual problems efficiently. My dissertation focused on editorial design for magazines, titled "Editorial Design Applied to Magazines: Portuguese Graphic Design Magazine."

FINAL GRADE: **17 out of 20 (18 for the Dissertation)**

publications

A Cidade da Igualdade | ILLUSTRATION AND DESIGN FOR A CHILDREN'S BOOK 2022 | Book published as part of the project by the Associação Intervir sem Preconceitos, funded by the European Social Fund and the Portuguese State.

Project decisions in magazine design | RESEARCH ARTICLE 2018 | Article written as part of the Master's Thesis in Communication Design and published in the book *Advances in Ergonomics in Design*, Springer, 2018

volunteering

Volunteer | REFOOD
Nov 2018 - Feb 2019 | ReFood eliminates food waste by collecting it from local community establishments and distributing it to those in need. As part of a team, I contributed to minimizing hunger in my community.

Volunteer | JUST A CHANGE
Feb 2018 - Apr 2018 | Just a Change Association rebuilds homes for families in poverty and transforms them into dignified living spaces. As a volunteer, I participated in the rehabilitation process, which turned out to be a transformative experience that impacted both the beneficiaries' lives and my own.

ferramentas

Advanced | Adobe Photoshop
Advanced | Adobe Illustrator
Advanced | Adobe InDesign
Advanced | Microsoft PowerPoint
Advanced | Microsoft Word
Advanced | Mailchimp
Intermediate | Microsoft Excel
Basic | Figma

- **Aug 2016 - Dec 2016**
Erasmus + Program in Lithuania | FACULTY GRAFIKOS KATEDRA VDA KAUNAS
Living in a country with such a different culture was a significant personal and academic milestone. The teaching methods, which promote an artistically free approach, stimulated my creativity and adaptability. This experience transformed my approach to design, making me more versatile and open to new perspectives.
FINAL GRADE: **10 out of 10**
- **Sep 2012 - Jun 2015**
Bachelor's in Design | FAUL
With a focus on product, graphic, and social design, this bachelor's degree was my introduction to the world of design. During this time, I developed a solid foundation of technical skills and the ability to think strategically in design, aiming to create solutions that meet market needs.
FINAL GRADE: **15 out of 20**

additional training

- **Apr 2019 - Jul 2019 (110 hours)**
Intensive Digital Marketing Foundations Course | EDIT
This course provided me with a solid foundation in email marketing, SEA, social media, and analytics. This knowledge allowed me to become a more versatile designer, better understanding the impact of design on digital marketing strategies.
CLASSIFICAÇÃO FINAL: **17 out of 20**
- **Nov 2016 (48 hours, in one week)**
Magazine Workshop | FROH! MAGAZINE
During my Erasmus program, I took part in an intense and collaborative experience where we created a magazine from scratch in just one week. This opportunity reinforced my organizational skills and teamwork, which are fundamental to my design approach.
- **Sep 2014 - Dec 2014 (42 hours)**
Calligraphy Workshop | FAUL
I gained a deep understanding of calligraphy, which continues to influence my graphic work.
FINAL GRADE: **17 out of 20**
- **Jan 2011 - Mar 2011 (30 hours)**
Drawing in Transit Workshop | AR.CO
This was my first formal contact with the artistic world. A course that helped me expand my horizons and experiment with free and experimental drawing techniques.