

**BIO** As an impact strategist with diverse and international experience in the creative industries and a MSc in Social Business from LSE, I bring together professional expertise and academic rigour to develop innovative programmes and initiatives aimed at enhancing lives, nurturing the planet, and driving economic sustainability. Let's collaborate to create a positive impact that resonates far and wide.

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## EDUCATION

2022 - 2023 MSc Executive Master in Social Business and Entrepreneurship (2023), with Distinction, The Marshall Institute, London School of Economics and Political Science, United Kingdom

2011 - 2012 Master of Arts in Applied Imagination in the Creative Industries, Creative Industries – Design, with Distinction, Central Saint-Martins College of Art and Design, London, United Kingdom

2007 - 2008 Programa Erasmus em Fotografia, with Merit  
École Supérieur d'Art et Design de Saint-Étienne, Saint-Étienne, France

2004 - 2008 Bachelor's Degree in Communication Design, with Merit  
Faculty of Fine Arts of Porto University, Portugal

2003 - 2004 Attendance of the first year of the Bachelor's Degree in Architecture  
Faculty of Architecture of Porto University, Portugal

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## WORK EXPERIENCE

02/2022 - 10/2023 Programme manager at INSTITUTO, Porto, Portugal  
*INSTITUTO is an independent arts and architecture centre dedicated to democratising architecture and fostering inclusivity in spatial practices and discourses. As a programme manager, I oversaw the annual activities at the centre, making strategic decisions on activities, teams, and scheduling. My role also involved writing grant applications, reports, and budget proposals to secure funding, as well as communication with and management of stakeholders like funders, artists, and institutional partners, such as The Venice Biennale, The Canadian Centre for Architecture, and The International Artists Studio Program in Stockholm. I also represented INSTITUTO through public speaking engagements and external events.*

02/2019 - 09/2021 Curatorial Assistant Porto Design Biennale  
*Promoted by Porto and Matosinhos Municipalities and organised by esad—idea, Research in Design and Art, the Porto Design Biennale leverages*

*design to advance culture, critical knowledge, and address contemporary social and environmental challenges. As a curatorial assistant to the chief curator of 2019 and 2021 editions, I contributed to programme and curate a diverse range of projects, including exhibitions, seminars, workshops, and events. I provided support to the direction and editorial teams, ensuring the smooth and efficient running of the Biennale. This experience equipped me with valuable skills in leadership and coordination of multifunctional teams, project management, event planning, and collaborative problem-solving.*

10/2013 - PRESENT

Co-Founder of À CAPUCHA!, Porto, Portugal

*À CAPUCHA! is a research-driven design practice that explores the relationships between craft, material and immaterial culture. Through our independent social brand of the same name, we collaborate closely with rural women artisans to establish sustainable production and communication frameworks. Within À CAPUCHA! I lead research, marketing and product development, creative direction, and account management. Our notable clients include: Prio Energy, Porto University, Calouste Gulbenkian Foundation, and Serralves Foundation.*

06/2010 - 02/2011

Junior Designer, INOV-Artes granting programme, Buenos Aires, Argentina

*POGO, Creative Co. is a creative studio, strategy agency and consultancy house specialised in branding for fashion, music and advertising. During my time at POGO, I developed skills in art direction, editorial design for fashion, visual identities, typography, and photography for clients such as MTV, Jazmín Chebar, and Mercado Libre.*

03/2009 - 06/2009

Design Intern, Base Design, New York, USA

*Base is an international network of studios led by creative professionals with offices in Brussels, New York, Geneva, and Melbourne. Specializing in strategic communication projects, branding, and digital design, Base serves clients including The New York Times, Fondation Louis Vuitton, City of New York, Caran d'Ache, BSA-FAS Swiss Architects Federation, and MoMa. During my time at Base, I honed my design and photography software skills and developed my teamwork abilities through collaborative brainstorming sessions with multidisciplinary teams. I also contributed to branding, visual identities, and packaging projects for clients such as Milk, Wellesley College, and Gagosian Gallery.*

01/2009 - 03/2009

Design Intern, BIZU - Design com conteúdo, São Paulo, Brazil

*BIZU is a studio and publishing house that thinks form and content in an integrated way. They design and publish print and digital publications, visual identities and packaging for companies such as Allianz Insurance, Melissa or Natura; for media houses such as Editora Abril, ESPN, Exame, Folha de S. Paulo, Trip Editora and UOL; or cultural institutions such as File, Galeria Emma Thomas, MASP, and Sesc SP. During my time there, I developed visual identities, packaging, and editorial*

design projects for clients such as Jameson Irish Whiskey and Veja magazine. I joined a multidisciplinary team of journalists and designers and gain a better understanding of the work dynamics in an independent design studio.

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## ADDITIONAL EXPERIENCE

- 02/2024 - PRESENT Volunteer at Biquinha em Ação, Matosinhos, Portugal  
*The “Biquinha in Action” project aims to enhance personal, social, and educational skills within the Biquinha Social Housing Complex community, contributing to their academic success and socio-professional integration. Twice a week, I support disadvantaged primary school children with their school assignments and develop pedagogical activities for the children.*
- 19/03 - 13/11/2022 Participation in the exhibition *Portugal Pop: A Moda em Português, 1970-2020* Casa do Design, Matosinhos. Curator: Bárbara Coutinho
- 04/06 - 03/10/2021 Curatorial assistant and project manager of the exhibition *Museum of Vibrant Matter* Casa do Design, Matosinhos. Curator: Alastair Fuad-Luke
- 15/12/2020 Supplement member of the jury of the *Open Call for Graphic Design* of Porto Design Biennale 2021
- 06 - 09/2020 Participation in the exhibition *SURTO*, a showcase of posters from eleven graphic design studios reflecting on the quarantine period due to the Covid-19 virus. Land, Porto, Portugal. Curator: Mário Gomes
- 23 - 28/3/2019 Curatorial assistant and project manager of the exhibition *Millennials – New Millennium Design*. Galeria Municipal do Porto. Curator: José Bártolo
- 06/07 ; 17/07/2019 Member of the jury of the *Open Call for Projects* of Porto Design Biennale 2019
- 30/03 - 07/04/2019 Participation in the exhibition *Terra à Vista: Brasil volta os olhos para a cultura portuguesa feita à mão [Terra à Vista: Brazil turns its eyes to Portuguese hand-made culture]*. Casa Manual, São Paulo, Brazil. Curation: Filipa Belo, Portugal Manual
- 23 - 28/03/2019 Participation in the exhibition *Portugal Manual: Artesanato em Transformação [Manual Portugal: Craftsmanship in Transformation]*. Portuguese Consulate, São Paulo, Brazil. Curation: Filipa Belo, Portugal Manual
- 13 - 16/11/2018 Participation in the showcase *Brasília ENCONTRA Portugal [Brasília MEETS Portugal]*. Portuguese Embassy, Brasilia, Brazil. Curation: Filipa Belo, Portugal Manual

- 16 - 21/09/2017      Exhibition *Provérbios Ordinários: a sabedoria popular onde afinal a moral é outra*, a series of 9 novel and 'indecent' proverbs turned into 9 illustrations, in co-authorship with Cecília Lages and Maria João Ruivo  
Dínamo 10, Viana do Castelo, Portugal
- 06/2016 - 11/2016      Participation in the exhibition *Burilada, Artefactos para a Sobrevivência [Engraved, Artifacts for Survival]*.  
Casa do Design, Matosinhos, Portugal. Curators: Francisco Providência and Helena Sofia Silva
- 05/2015 - 06/2015      Participation in Brescia Design Festival  
Curator: Filippo Abrami, Design in Corso
- 30/03/2015              Speaker at ENED 2015 — National Meeting of Design Students 2015  
Aveiro University, Portugal
- 09/2013 - 11/2013      Crisis Buster grantee of Lisbon Architecture Triennial with the project *Genius Loci* in co-authorship with Noura Al Khasawneh and Luísa Dias  
Lisbon Architecture Triennial 2013. Curator: Beatrice Galilei
- 10/2011 - 12/2011      Volunteer at Serralves Foundation  
Porto, Portugal
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## PUBLICATIONS

- 03/04/2024              “Logotipo: O populismo do gosto ou o gosto pelo populismo?”  
Article in Público newspaper, 2024
- 02/2023                  “Atualizar: Um Passo à Frente, Um Passo Atrás”  
*Design e Artesanato 22 verbos - 22 autores*  
Cláudia Albino, Carla Paoliello (Eds.)  
Aveiro, ID+ Instituto de Investigação em Design, Media e Cultura, Universidade de Aveiro, 2023  
ISSN: 978-972-789-817-6
- 09/2021                  Alter— journals Porto Design Biennale' 21, #1, #2, #3, #4, #5  
Alastair Fuad-Luke, Andreia Faria, Magda Seifert, Raquel Pais (Coord.)  
Matosinhos, esad—idea, 2021  
ISSN: 2184-9226 (EN) / 2184-9196 (PT)
- 09/2020                  “Porto Design Biennale, uma cartografia”  
in *Design for Life #3*  
Porto: Design for Life, 2020  
ISSN: 2184-5905

12/2019 Post Millenium, #1, #2, #3  
José Bártolo, Andreia Faria, Raquel Pais (Eds.)  
Matosinhos: esad—idea, 2019  
ISSN: 978-989-54525-5-2; 978-989-54525-6-9; 978-989-54525-7-6

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LANGUAGES

- Portuguese: Native Speaker
- English: C1 Written & Spoken
- Spanish: C1 Written & Spoken
- French: B1 Spoken / A2 Written

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TECHNICAL SKILLS

- Office
- Adobe Creative Suite
- Notion
- Google tools
- Mailchimp
- Slack
- iWork
- LinkedIn

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AWARDS

1º prize in Arts + Handicrafts Alto Minho 2018 contest with the project *Finórios do Alto Minho*, a series of handmade articulated tin figures representing Portuguese characters in their traditional costumes.  
Organisation: Comunidade Intermunicipal do Alto Minho, V. N. de Cerveira

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#### ADDITIONAL EDUCATION

10/2020 ; 11/2020 On-line course Political Philosophy: John Rawls  
Teacher: Tomás Vieira da Silva. Academia do Diálogo, Porto, Portugal

12/2020 On-line course Dress and adornment: Clothing from the Renaissance to the beginning of the 20th century.  
Teacher: Gonçalo de Vasconcelos e Sousa  
Amigos do Museu Alberto Sampaio, Guimarães, Portugal

11/2017 Course Introduction to Critical Thinking: Thinking like a philosopher  
Teacher: Tomás Magalhães Carneiro. Porto University, Porto

2008 Intermediate Course in Analogue Photography (manual colour development)  
Teacher: Miguel Ferraz. Instituto Português da Juventude (IPJ), Porto, Portugal.

2007 Introduction to Analogue Photography Course (black and white)  
Teacher: Miguel Ferraz Instituto Português da Juventude (IPJ), Porto, Portugal

2006 Workshop *Tipocracia* (organisation, history, application and design of typography)  
Faculty of Fine Arts of Porto University, Portugal