

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. I may be a bit of a pessimist in the short-term, but I am a long-term optimist – a perspective that grounds me in reality yet fuels my excitement about the endless possibilities of making the world a better place.

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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 MA 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 Erasmus Programme in Photography, 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

WORK EXPERIENCE

02/2022 - 10/2023 Programme manager at INSTITUTO, Porto, Portugal
Skills: Business leadership, Strategic-thinking, Grant mgmt, Public-speaking, Moderation, Event planning, Interpersonal relations, Problem-solving, Adaptability.

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, budgeting and teams. I ran call for proposals, evaluated applications, and coordinated the overall business plan of the centre. My role also involved writing grant applications, reports, and budget proposals to secure funding, as well as managing communications and collaborating with 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 have also represented INSTITUTO through public speaking engagements and external events.

02/2019 - 09/2021 Curatorial Assistant Porto Design Biennale
Skills: Desk-based research, Report-writing, Partnership management, Planning, Coordination, Monitoring and Budget mgmt, Teamwork, Facilitation, Press-relations.

Porto Design Biennale (PDB) is the sole design biennale in Portugal, with an overall budget of 1.4b €. In the inaugural PDB'19 edition, I led a team of 15 curators, overseeing the development and execution of nine exhibitions and an international conference from

inception to fruition. For the flagship exhibitions of both editions of the PDB, I meticulously planned the timeline and budgeting over a 9 month period, establishing and maintaining contacts and meetings with over 50 participants. I managed the overall planning of the exhibitions and coordinated all teams involved in the setup, including production, communication, and design, as well as other stakeholders such as local and international partners, which comprised renowned players in academia, and the design and industry fields. Additionally, I contributed to the selection process for satellite projects for the biennale, evaluating submissions from emerging practitioners and the community to facilitate the creation of inclusive, human-centred workshops and discussions.

10/2013 - PRESENT

Co-Founder of À CAPUCHA!, Porto, Portugal

Skills: Entrepreneurship, Social-business, Brand strategy, Marketing & Comms, Creativity, Stakeholder engagement, Account management, Research & Product development.

À CAPUCHA! is a research-driven design practice that explores the relationships between craft, material, and immaterial culture. Through our independent social brand, we collaborate closely with rural women artisans to establish sustainable production and communication frameworks. I have spearheaded the development of impact-driven storytelling and brand management strategies, which have garnered public recognition within the design community for our exceptional products and distinctive visual identity. I have also had the privilege of partnering with renowned public and non-profit institutions like the Calouste Gulbenkian Foundation, Serralves Foundation, and the University of Porto, as well as supporting private sector companies, such as Prio Energy, in their transition towards a more sustainable green economy.

06/2010 - 02/2011

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

Skills: Branding, Brand activation, Production, Visual identity.

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 competencies 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

Skills: Account managing, Creativity, Adaptability, Collaboration, Graphic design.

Base is an international network of studios led by creative professionals with offices in Brussels, NY, Geneva, and Melbourne. Specialising in strategic communication, branding, and digital design, Base serves clients including The New York Times, Fondation Louis Vuitton, City of New York, 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 Studio, Wellesley College, and Gagolian Gallery.

01/2009 - 03/2009

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

Skills: Editorial design & curation, Branding, Collaboration, Teamwork.

BIZU is a studio and publishing house designing and publishing print and digital publications, visual identities and packaging for companies such as Allianz, Melissa or Natura; for media houses such as ESPN, Folha de S. Paulo, and UOL; or cultural institutions such as 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.

VOLUNTEERING

09/2024 - PRESENT

EMSBE Alumni Ambassador at The Marshall Institute, LSE, London, United Kingdom*Skills: Community engagement, Advocacy, Mentorship, Networking, Content & Comms.*

As an EMSBE Alumni Ambassador, I play a crucial role in fostering a vibrant and supportive alumni community. I act as a liaison between the Marshall Institute and its alumni, promoting engagement, providing support to fellow alumni and prospective students, and enhancing the profile of the Marshall Institute globally.

08/2024 - PRESENT

External Relations at Os230, Portugal*Skills: Stakeholder engagement, Advocacy, Strategic Analysis, Remote work.*

Os230 is an independent, non-partisan, and non-profit civic responsibility project that aims to strengthen Portuguese democracy and promote active citizenship by encouraging political literacy, and promoting critical thinking and transparency in government. I contribute to the project by identifying opportunities to collaborate with local and regional authorities, institutions, media, and private organisations to ensure that the Os230 project can grow through dialogue with Portuguese society.

02/2024 - PRESENT

Teacher at Biquinha em Ação, Matosinhos, Portugal*Skills: Interpersonal relations, Resilience, Community-building.*

The "Biquinha in Action" project aims to improve personal, social, and educational skills for children within the Biquinha Social Housing Complex community, contributing to their academic success and socio-professional integration. I provide weekly support and lead educational activities for disadvantaged primary school students.

10/2011 - 12/2011

Museum Assistant at Serralves Foundation, Porto, Portugal*Skills: Cultural programming, Grant applications, Events production.*

The Serralves Foundation is a prominent organisation in Portugal dedicated to increasing public awareness and knowledge of contemporary art, architecture, cinema, landscape, the environment, and critical societal issues. In my role there, I provided daily support to various departments, from setting up exhibitions in the museum to assisting with workshops, grant applications, and the production of cultural events.

LANGUAGES

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

TECHNICAL SKILLS

- MsOffice / iWork
- MsOffice / iWork
- Adobe Creative Suite
- Mailchimp
- Google tools
- Google tools
- Wordpress
- LinkedIn

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.)
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

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, Portugal

**ADDITIONAL
WORK EXPERIENCE**

- 19/03 - 13/11/2022 Participation in the exhibition *Portugal Pop: A Moda em Português, 1970-2020*
Casa do Design, Matosinhos. Curator: Bárbara Coutinho
- 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
- 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 - 28/3/2019 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, Helena Sofia Silva
- 05/2015 - 06/2015 Participation in Bresci 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
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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
- 2009 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