

Alexandra
Viola

CREATIVE
DIRECTION
& DESIGN

CURRICULUM VITAE

Alexandra Sofia Magalhães Valente Viola

DATA DE NASCIMENTO

02 de Março de 1983

MORADA

Rua da Rosa, n.º1
Bairro da Esperança
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IDENTIFICAÇÃO

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alexandravioladesign.wixsite.com/portfolio

AS A **CREATIVE DIRECTOR**

MY ROLE IS TO **UNDERSTAND THE**
OVERALL PICTURE, TO BE
UPDATED, TO GET INSPIRED
AND **TO INSPIRE**, GO FURTHER
AND MAKE A DIFERENCE,
NOT ONLY ON THE COMPANY
RESULTS BUT ALSO IN THE
INTERN CREATIVE PROCESS

Building my career as a graphic designer I have been acquiring a solid professional experience in all areas of GRAPHIC COMMUNICATION DESIGN.

Starting on development of graphic pieces, going through editorial/pagination and book

design, until final arts,

pre-production and

production monitoring.

I developed knowledge on the elaboration

of key visuals, stationary,

brand manuals, publicity pieces,

creation of brochures, flyers,

magazines, books, reports,

stamps, infographics, exhibitions,

webdesign, and more. Lately

I have been working as an

Art/Creative Director not only

on final pieces of communication,

but on product design, on the

creative process, managing teams

of designers, and connecting the

design team with other sectors

of the companies.



alexandravioladesign.wixsite.com/portfolio

[PROFESSIONAL EXPERIENCE]

From **2021**

CREATIVE DIRECTOR

From **2021**

INTERNATIONAL GROUP

Laserperformance, Maclaren,
Ronson, Albert Thurston,
Acela, Blue Keel

ART DIRECTOR

2010 | 2020

B2 Atelier de Design

SENIOR GRAPHIC DESIGNER

2009

Plinfo, Comunicação
Advertising Agency

SENIOR GRAPHIC DESIGNER

2008 | 2009

3pontocom
Communication and Advertising
GRAPHIC DESIGNER

2007 | 2008

Kuantideia,
Advertising Agency
GRAPHIC DESIGNER

[SKILLS]

PORTUGUESE Native

ENGLISH Professional

SOFTWARE ADOBE SUITE

[Illustrator, InDesign,
Photoshop, Adobe XD,
Lightroom, Premiere,
Dreamweaver, After Effects]
WORDPRESS, CAD, 3D

[MANAGEMENT]

2018

**MANAGEMENT COURSE FOR
INTERNATIONAL COMPANIES**

2017

**MANAGEMENT COURSE FOR
NATIONAL COMPANIES**

Business management
Accounting, Financial Management,
Human Resources, Marketing,
Quality, Civil Law, Tax Law,
Commercial Law and Labor Law

[ACADEMIC DEGREES]

2022

CREATIVE DIRECTION COURSE

Central Saint Martins,
University of Arts of London

2014 | 2020

DESIGN PHD

Doctoral Studies (Academic Component)
Architecture Faculty
Lisbon University

2013 | 2015

POST GRADUATION IN DESIGN

Architecture Faculty
Lisbon University

2008 | 2009

MASTERS IN COMMUNICATION DESIGN

(Academic Component)
Architecture Faculty
Lisbon University

2001 | 2007

DEGREE IN DESIGN

SPECIALISATION IN
COMMUNICATION DESIGN
Architecture Faculty
Lisbon University

2001 | 2004

DEGREE IN INTERIORS ARCHITECTURE

(3years without closing)
Architecture Faculty
Lisbon University

1998 | 2001

GENERAL COURSE OF ARTS

Graphic Design, Product Design,
Multimedia and Audiovisuals,
Ceramics, Textil and Goldsmith
Specialized Artistic
High School António Arroio