

Floduardo de Almeida Graphic Designer

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Portuguese graphic/communication designer born in France. I did Erasmus in LUCA School of Arts Ghent - Belgium, and I obtained my bachelor diploma from the communication design department of Superior School of Arts & Design in Porto, Portugal. Then I went to F.B.A.U.P. - the University of Porto, where I started a master degree in Graphic Design and Editorial Projects. Meanwhile, I founded my own design studio - Up Studio - as a freelancer in a huge, young, and powerful multidisciplinary collective called We Came From Space. After one year in the collective, I moved on to be fully independent and to fight hard between others sharks! In those few years, I also gave some workshops from branding to letterpress, I dealt with nacional and international interns, with big clients as Sony Music Ent., Livraria Lello & Irmãos, a city hall, and so much more!

And now?! I came back to Belgium but I can often be found in different corners of Europe while "travel inspiration".

If you want to know more of the story, feel free to send me an email with any question or job/quote.

Yes, I'm a full time idiot and:
I'm currently... free!

EDUCATION

2014-2016

*MDes, Graphic Design and Editorial Projects
Faculdade de Belas Artes da Universidade do Porto
Porto, PT

2012-2013

Erasmus, Digital Design
Sint Lucas Beeldende Kunst/LUCA School Of Arts
Gent, BE

2012

English (intensive-lv5), Cambridge School - Porto, PT

2011-2014

B.Des, Escola Superior de Artes e Design - Matosinhos
Porto, PT

TEACHING

2015

Workshop/talk of graphic design-identity
6hours, 20 students (full-max.number)
ENED'15 - nacional meeting/festival of design students

Talk/class about self-publishing.
ESAD Matosinhos - invitation for "Teory of Design"

2014

Workshop of Letterpress and Linocut
2 days of workshop, 10 students (full-max.number)
Push Porto - urban festival of illustration and art

2014

Workshop of Letterpress
"Introduction to technical letterpress print"
2 days of workshop, 12 students (full-max.number),
CRU Summer Camp

SKILLS

Possessing a thorough understanding of relevant Adobe software (PS/AI/ID) and familiarity with video editing, motion graphics, type design, html/css, image retouching, process automation, and print production for offset, silkscreen, letterpress and digital printing.

Experienced in managing small teams, mentoring junior members and leading meetings and presentations to clients and stakeholders, as in outsourcing and directing creative and production efforts with vendors and freelancers.

WORK EXPERIENCE

2014-2016

Up Studio — Graphic Designer/Art Director/Founder.
Worked in almost all or even all fields of communication design.

The studio did posters (some for international exhibitions), branding/identities, videos, wine labels, album covers, self-publishing works, and so on.

Also gave some workshops, did hand-made print artifacts (in analogue and digital print systems).

Managed several projects simultaneneously with my co-founder, from concept to production.

Notable works were done during that time.

2016

Juventude Popular da Maia — Vice President of the Portuguese political organization for a one year mandate.

2013-2014

We Came From Space — Freelance Designer in the in-house of the biggest collective of designers (mainly studios), in Portugal. Place where Up Studio was founded, with João Martino as mentor (graphic designer and art director of Martino & Jaña, now known as Non-Verbal Club).

Help in some projects of the collective, as in workshops, where I had my first experience as a trainer.

2013

Forbidden Merch — Merchandising seller of official band products, in the festival Optimus Primavera Sound and MUSE.

2012

Computer Arts Portugal — Creator of content, journalist; worked mainly for the official website and Facebook page.

2010-2013

Freelancer — I started to make some projects for clients and friends, mainly logos. In 2011 I was responsible for creating an stage props for a theater, all made in cardboard by myself.

Some punctual/specifics works were done in those years.

RECOGNITION

Selected Merits:

- Graphis Logo Design Awards (USA)
- Merit award winner with "Xilomea" by Up Studio
- Health 4 Moz new identity (PT/MZ)
- Winner/selected project - between almost 100 undergraduate finalist students of Communication Design by the academic school ESAD. Visual identity for the internacional NGO, Health For Mozambican Children and Families.
- Stucmart&Design (PT)
- Finalist of the national contest "Stucmart & Design" by the portuguese branding Robbialac.

Selected Exhibitions:

- Graphic Design Festival Scotland (UK)
- Beijing Design Week (CN)
- Virtual Biennal Prague (CZ)
- CUF Porto (PT)
- ESAD Week (PT)
- MUDE Lisbon (PT)

Selected Publications:

- Xilomea in SendPoints book "Visual Harmony - Proportion in Graphic Design" (CN)
- Up Studio I in Picotado and Edifício AXA (PT)
- Abstra in Abduzeedo (US)
- Abstra in Choco La Design (BR)
- Universe in Lyenium (CA)

NOTES

* Currently, the master in graphic design and editorial projects is in standby, to be more specifiq: I decided to not make the last year/thesis.