

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 national and international interns, with big clients as Sony Music Ent., Livraria Lello & Irmãos, a city hall, and so much more! Between September 2016 and late 2017 I ended up working in Belgium and then in Malta - in a branding agency. I recently worked in Poland, in a small creative studio, and Portugal.

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.

EDUCATION

2018-2019

*Online Certificate Course, Adobe Xd
By user interface teacher Caleb Kingston and certified Adobe design master and instructor Martin Perhiniak.

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 - national meeting/festival of design students

Talk/class about self-publishing.
ESAD Matosinhos - invitation for “Theory 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, Google Web Designer, image retouching, and print production for offset, silkscreen, letterpress, digital printing and digital media ads.

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

2019

Freelancer — I worked advertising and branding for the most known digital marketing agency in Porto, and I've embraced external projects (clients from PT/MT/UK).

2018

Podpunkt — Graphic Designer.
I worked in a creative studio based in Warsaw - Poland, mainly for international clients. Dealt directly with clients and I also gave some art direction to interns.

2017

BRND WGN — Creative.
I worked in a branding agency - based in Malta - for some national and international clients.

2014-2016

Up Studio — Founder/Art Director/Graphic Designer.
Based in Porto. Worked in almost 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.
I also gave some workshops, did hand-made print artifacts (in analogue and digital print systems).
Managed several projects simultaneously with my co-founder, from concept to production.
Notable works were done during that time.
Has closed its activity in Belgium (end of 2016).

2016

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

2013-2014

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

I helped in some projects, 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, worked mainly for the official facebook and website.

2010-2013

Freelancer — I started to make few projects for clients and friends, mainly logos.

RECOGNITION

Selected Merits:

- Graphic 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 under graduate finalist students of Communication Design by the academic school ESAD. Visual identity for the international NGO, Health For Mozambican Children and Families.

- Stucmart&Design (PT)

Finalist of the national contest “Stucmart & Design” by the portuguese branding Robbialac.

Selected Exhibitions:

- 50 Posters for Malta (MT)
- Graphic Design Festival Scotland (UK)
- Beijing Design Week (CN)
- Virtual Biennial Prague (CZ)
- CUF Porto (PT)
- ESAD Week (PT)
- MUDE Lisbon (PT)

Selected Publications:

- Wege Siostry in Packaging Of The World (UK)
- Xilomea in SendPoints book “Visual Harmony - Proportion in Graphic Design” (CN)
- Up Studio I in Picotado and Edifício AXA (PT).
- Abstra in Abduzeedo (USA)
- Abstra in Choco La Design (BR)
- Universe in Lyenium (CA)

NOTES

* Currently, learning UI/UX.
Designing and building interactive Mobile App and Website with the latest Adobe Xd.

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