

I DARE YOU
TO READ ME

OH! SO YOU DARE... GREAT!
YOU WON'T BE DISAPOINTED

HELLO!

I'M MARIANA MATOS,
A GRAPHIC DESIGNER BASED
IN LISBON, PORTUGAL.

I started my design journey at 15 at Antonio Arroio, and later earned a Master's in Design and Advertising. My career spans small design studios, where I focused on branding and social media, to Vogue Portugal magazine, where I embraced editorial design for three years. Now, I'm rediscovering design and advertising at Winicio.

COMPETITIONS

PORTUGAL SOU EU • 1st place *PUBLIC AWARD*

Christmas Campaign for 2017
Jul . Ago 2017

The competition aimed to promote, on video, the *Portugal sou Eu* initiative to Portuguese consumers, as well as its advantages, with the motto of the Christmas season in mind. The result was the concept *Dar ao Quadrado*, which transmits the idea that by offering Portuguese products, we are contributing "squared", benefiting not only the gift recipient but also the Portuguese economy.

HANSIK • 3rd PLACE

Production of a video within the scope of the competition on Korean food promoted by the South Korean Embassy in Portugal
Oct 2020

The competition aimed to commemorate the 60th anniversary of diplomatic relations between Portugal and South Korea, celebrating and making Korean culture known through its gastronomy. The video presents various dishes that are important to Korean culture, demystifying some superstitions and beliefs.

PROFESSIONAL EXPERIENCE

FULL-TIME • WINICIO May 2023 . Present

- Graphic design & Branding
- Editorial (e.g. Ana Aeroportoss Sustainability Report)
- Packaging (e.g. VidaCeleiro products)
- Motion (e.g. social media videos)

FULL-TIME • VOGUE PORTUGAL Nov 2019 . Nov 2022

- Pagination of articles in the magazine
- Image treatment and creation (print & online)
- Social Media Content
 - mini teasers for new issues
 - digital still lifes with the magazines

INTERNSHIP • A AGÊNCIA Jul 2019 . Oct 2019

- Graphic Design & Branding
- Social Media Content Creator
 - posts & videos for the feed and stories

CURRICULAR INTERNSHIP • SK STUDIO COLLECTIVE Nov 2017 . Mar 2018

- Graphic Design
- Social Media Content Creator
 - Rebranding of the RE/MAX FOR.EVER account contents according to the golden rules of Inbound Marketing

EDUCATION

MASTER'S DEGREE • DESIGN AND ADVERTISING

IADE Universidade Europeia
Sep 2016 . Oct 2018

BACHELOR DEGREE • GRAPHIC PRODUCTION AND DESIGN

Universidade de Lisboa de Humanidades e Tecnologia
Sep 2012 . Jul 2015

SPECIALISED SECONDARY EDUCATION . GRAPHIC DESIGN (LEVEL 3)

Escola Secundária Especializada em Artes António Arroio
Sep 2009 . Jul 2012

SKILLS

Illustrator  |
Photoshop  |
Indesign  |
After Effects  |

LANGUAGES

LANGUAGE TEACHING . ENGLISH
Cambridge School Portugal
Sep 2008 . Jun 2010
65%  |

**I TOLD YOU.
NOW... YOU MUST BE CURIOUS
ABOUT MY WORK, SO CONTACT ME!**



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