

**PROFILE**

- **Senior Designer / Web-Designer / Creative Art Director** with agency experience.
- Solid experience in **leading design teams in Communication Design and web-design projects**.
- With a very creative and eye catching portfolio, holding solid experience in conceiving graphic communication and knowledge of final printing.
- Capable of outlining and executing innovative solutions to complex business problems.
- Experience **interacting with all parties** in design projects as to achieve inspiring results.
- Extensive experience managing the full lifecycle of dynamic web projects with **solid experience in HTML, CSS, Flash and Actionscript**.
- Knowledge (but not a "pro") of **PHP and MySQL programming and also some Javascript**.
- Experience in programming in **Processing** environment ([www.processing.org](http://www.processing.org)). In my online portfolio you can see some Digital Arts Projects with video examples using this technology.
- Experience working with visual webcam colour and motion **tracking with Processing**.
- Experience working with **Arduino Devices** as to create interactive multimedia systems.
- Experience of **identifying new revenue streams**.
- **Commercial experience of managing large and complex development projects** (focusing on web programming, package design, corporate identity, display systems and promotional coms) from inception to completion. **Out of the box thinker** and a very resourceful person in corporate design projects.

**EXPERIENCE****EXECUTIVE DIRECTOR, "GREENTARGET"; BRAGA - PORTUGAL — SINCE 2008**

Associate Partner and **Creative Art Director**, responsible for the creation of a new business area in ecological urban transportation solutions. Through a consistent development of SEO, GreenTarget's website became a popular competitor and a reference in its market ([www.greentarget.pt](http://www.greentarget.pt)). Also responsible for **outlining the business strategy for product promotion, online promotion, advertising strategies and exhibits and social events of Greentarget's products**. This firm rose from the anonymity to a very popular one in just 6 months.

**CREATIVE ART DIRECTOR, "RODRIGUES DESIGN"; BRAGA - PORTUGAL — SINCE 1996**

Responsible for **managing creative teams** in the outcome of communication design projects from **briefing to final production**. **Multitask organization** capabilities. Working with other departments to ensure reaching results that meet with projects requirements. **Creating conceptual designs** to meet with clients expectations. **Art direction and production management in print and online communications**. Management of resource allocation of internal and external resources of creative staff. Responsible for the **development of new market segments** such as Tourism, Industrial, Services and Universities and City Halls. Also responsible for **Digital web projects** and **managing outsourcing for core programming partnerships**. Rodrigues Design has grown to be a very well reputed firm working with both national and international markets. ([www.rodriguesdesign.pt](http://www.rodriguesdesign.pt))

**ASSOCIATE ART DIRECTOR, AMBIENT PISCINAS — 2002**

**Managing partner** and **Editor for the International Magazine about swimming pools - Ambiente Piscinas**. I was responsible for the **design, advertising and production of the magazine; supervision of graphic arts; Technical graphics and Illustration artwork** for certain technical areas of the magazine; Responsible for **estimates control and budget planning; Recruitment of staff** for administrative and designers; Responsible for **Management of outsourcing**, mainly photography, journalism and copywriters.

**GRAPHIC DESIGN, GRUNDIG, BRAGA - PORTUGAL — 1995-97**

Design and development of technical illustration art for **GRUNDIG PORTUGAL as freelancer**. Technical and artistic illustration for package design and product Manuals. Working with Grundig's Head of Design Director and design development team.

**SENIOR GRAPHIC DESIGNER, BUSSOLA, BRAGA - PORTUGAL — 1993-96**

**Graphic Designer** in this firm of market research and communication design. Started out as a freelance but later undertook responsibilities as head of the design department. Was responsible for conceiving designs for a very

diverse market, as well as working with managing copywrite director to engage in development of new communication artwork and designs for new business solutions.

## **AWARDS IN DIGITAL ARTS**

1. Honorable award for the ZON MULTIMEDIA CONTEST 2008 - LISBON

Project: **Virtually brushing my Tooth**

(video link available) [http://www.heduinorodrigues.com/digital\\_arts.php](http://www.heduinorodrigues.com/digital_arts.php)

2. Finalists Award for the ZON MULTIMEDIA CONTEST 2008 - LISBON

Project: **Painting with the 4 elements**

(Video links available) [http://www.heduinorodrigues.com/digital\\_arts.php](http://www.heduinorodrigues.com/digital_arts.php)

## **IT SKILLS**

- Expert skills in desktop software for publications and graphic communications (**Photoshop, Indesign, Illustrator, Freehand, QuarkXpress**).
- Expert skills in web-development (**Dreamweaver, Flash, HTML, CSS and Actionscript**).
- **Swift3D** for 3D web animations for Flash.
- **Webmaster** and knowledge on the server side.
- Some skills in **PHP programming and SQL database**.
- During my **Masters Course (Technologies and Digital Arts)** I've come to be familiar with interactive platforms like Processing (<http://www.processing.org/>) and Arduino (<http://www.arduino.cc/>).
- Experienced with Video and sound editing (**Final Cut and Digital Performer, Audacity**)

## **EDUCATION**

> Post-Graduate in Technology and Digital Arts. University of Minho. PORTUGAL

> BA Hons Communication Design. "Faculdade de Belas Artes da Universidade de Lisboa". University of Lisbon. PORTUGAL

## **FURTHER TRAINING**

Took various trainings on:

> CSS for designers training, Actionscript, HTML and Javascript.

> PHP, Pearl and SQL at TECMINHO, Institute of Innovation and Technology of the University of Minho. PORTUGAL

> Course on Dreamweaver at Ciencia & Letras. (A computer technology school)

> Participation in the ICOGRADA'95 International Council for Graphic Designers Association. LISBON

> As an internship took a course on Corporate Management and Human Resources.

## **LANGUAGES**

English and Portuguese (bilingual and fluent)

Spanish (understand)

## **REFERRALS**

**Eugenio Choroa**, CEO at Euro RSCG Design & Architecture, Lisbon

Tel: +351 938880150 ( <http://www.eurorscg.pt> )

**Hassan Clausen**, CEO at Hansecom Media & Communication, Porto (English speaking)

Tel: +351 964931194 ( <http://www.hansecom.net> )

**Udo Munzberg**, CEO at Sales Pioneers, Germany (English Speaking)

Tel: +49 1717097608

**Manuel Alves**, CEO at EWExport, International Marketing, London

Tel: +351 965537386 ( <http://www.ewexport.co.uk> )

**António Carlos Brandão**, General Director at EuroGalva – Industry of Galvanization e Metal Construction, Porto

Tel: +351 917335320 ( <http://www.eurogalva.com> )

**Celso Rodriguez**, IT Manager at Jupiter Island Club, Florida USA. (English Speaking)

Tel: 001 772 341 7870 ( <http://www.jupiterislandclub.com> )