

GRAPHIC DESIGNER
DIGITAL DESIGNER

LAU RA PAIS



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ABOUT ME

Laura Pais, with a Master's and a Bachelor's degree in Design and Multimedia at the University of Coimbra. Currently doing an internship at United by and with previous experience as a freelancer.

The work covers areas such as graphic, communication and editorial design, web design and web development.

With the aim of producing innovative work, I follow a working method centred on the digital domain, taking advantage of my technological knowledge to combine it with traditional design.

Strongly motivated by what I produce, I consider myself creative and committed. Beyond pixels and vectors, I'm interested in cinema, music and I love travelling.

EDUCATION

2018—2021

BACHELOR IN DESIGN AND MULTIMEDIA UNIVERSITY OF COIMBRA

Completed with an average of 17/20

Core course units: Multimedia Programming, , Typography, Project 1 — Web Identity, Typography in Digital Media, Audiovisual Production, Project 2 — Audiovisual, Project 3 — Multimedia Applications, Interactive Media Design, Project 4 — Interactive Multimedia, Introduction to Artificial Intelligence.

2021—2023

MASTER IN DESIGN AND MULTIMEDIA UNIVERSITY OF COIMBRA

Completed with an average of 19/20

Core course units: Web Development, Communication Design Workshop, Advanced Typography, Computational Creativity for Design, Multimedia Design Workshop, Communication and Digital Marketing, Generative Design.

WORK EXPERIENCE

2024

DESIGNER — UNITED BY

Internship in Graphic and Communication Design, Web Design, Web Development and Motion Design at United by.

2022—2024

MULTIMEDIA DESIGNER — A LESTE

Visual Identity, Communication Design, Motion Design, Social Media Management, Web Design and Web Development for the chimney cake shop, A Leste (Freelance).

2024

MULTIMEDIA DESIGNER — LIBUC

Visual identity and Web Design for *Liga dos Amigos da Biblioteca Geral da Universidade de Coimbra*.

2024

DESIGNER GRÁFICA — ONDA PURA

Communication design for the *Wave Series 2024* event.

2024

GRAPHIC DESIGNER — LIVRO DE HORAS

Visual Identity and Communication Design for the exhibition *Livro de Horas* by Luís Maldonado at the *Casa das Artes de Miranda do Corvo*.

2023

MULTIMEDIA DESIGNER — ATELIER NUNES E PÃ

Collaboration with Atelier Nunes e Pã where visual identities, Motion Design and Web Design were developed..

2023

MULTIMEDIA DESIGNER — DARQ

Communication materials for the event *Apresentação do Projeto de Arquitetura*, Department of Architecture, University of Coimbra (Freelance).

2022—2023

WEBSITE MANAGEMENT — DARQ

Management of the website of the Department of Architecture of the University of Coimbra (Freelance).

2022

**MULTIMEDIA DESIGNER
MC HOSPITALITY ADVISORS**

Visual identity, Web Design and Web Development for MC Hospitality Advisors (Freelance).

2021

**MULTIMEDIA DESIGNER
CICLO DE CONVERSAS DESIGN + MULTIMÉDIA**

Visual identity, Web Design, Web Development and Communication Design for the 2021 edition of the *Ciclo de Conversas Design + Multimédia* (Freelance).

DIGITAL SKILLS

Adobe InDesign	Figma
Adobe Illustrator	HTML
Adobe Premiere	CSS
Adobe Lightroom	JavaScript
Adobe After Effects	P5.js
Adobe Photoshop	Processing

LANGUAGES

Português — Native Language
Inglês — Fluent

AWARDS

2024

Best Thesis Award — ‘Graphic Ground: Modular generative system for visual communication materials’, master’s thesis, was honoured with the Best Thesis Award from the Portuguese Association for the Development of Communications (APDC) in the Media category.