

Alex Carvalho
LEAD VISUAL DESIGNER / DESIGN DIRECTOR
LONDON, UK

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Hello, I'm Alex.

I'm a Lead Visual Designer / Design Director, based in London, with more than 15 years of experience in concept creation, team managing, creative directing & mentoring, and strategic thinking.

Started working in agencies in Lisbon (McCann Erickson, Ogilvy Design and BBDO/Proximity among other), doing both Digital and Print work. Also, I've worked in smaller digital agencies/studios.

In the last 8 years, I've been more focused in Digital Design Director / Digital Creative Direction, or Lead Designer roles in digital projects, where I've managed creative teams (and sometimes overseeing production work as well), worked in workflow optimization and client presentation for websites, mobile apps, campaigns, social media, intranet/cms, among others.

HIGHLIGHTS

- Inspiring team leader, with both creative insights as well as coaching skills
- Excellent visualisation skills
- Detail-oriented (pixel perfect)
- Hands-on (as needed and lead by example)
- Naturally a pro-active person
- Trends & technology aware
- Strong UX knowledge
- Great skills with Sketch, Photoshop, Illustrator; basic knowledge of animation & video
- Good cultural level, beyond the design niche
- Fluent in English, Portuguese and French; good Spanish spoken.

EXPERIENCE

London
FEB 2018 - ...

HEAD OF DESIGN
Made by Fire
Leading a team of 8, in multiple projects; core project involved managing and being hands-on for a new wearable product (high-end fitness), working closely with the client to define the product, features and objectives, as well as defining the digital brand guidelines and the design system.

London
MAY 2017 - JAN 2018

LEAD VISUAL DESIGNER
Misc
Working on pitches and short term projects in various London agencies and studios: Foolproof, Brilliant Basics, Else London, Prospect, Maido, IBM IX....

London
MAY 2017 - MAY 2017

DIGITAL DESIGN DIRECTOR
Possible
Working on a pitch for a global cosmetic brand (website redesign).

London
FEB 2017 - APR 2017

SENIOR VISUAL DESIGNER
AKQA London
Redesign of the global website for Volvo Cars.

London
AUG 2016 - JAN 2017

LEAD VISUAL DESIGNER
Foolproof
Concept designs for multiple pitches; digital design & build of a worldwide finance company.

London
JAN 2016 - AUG 2016

LEAD VISUAL DESIGNER
Else London
Leading the web design and build for an investment bank; pitches for mobile app; redesign for a shared economy website (workspaces renting).

London
JAN 2016

SENIOR VISUAL DESIGNER
Scoop Retail
Redesign of the company's website.

London
DEC 2015

SENIOR UI DESIGNER
Investis
Website pitch for a B2B company..

London **SENIOR UI DESIGNER**

DEC 2015 **Spring Studios**
Web project for Hugo Boss and D&G fragrances.

London
OCT 2015 - NOV 2015 **DIGITAL DESIGN LEAD**
Adam&Eve DDB / Cain&Abel
Working on digital ideation and design projects, across multiple channels (web campaign, DOOH, display ad and activation).

London
SEP 2015 - OCT 2015 **LEAD/SENIOR VISUAL DESIGNER**
Brilliant Basics
Redesigning new iOS apps for corporate brands, giving them a consistent digital language and experience.

London
JUL - AUG 2015 **LEAD VISUAL DESIGNER + UX ARCHITECT**
MPC/CHI Partners
Update of the TalkTalk X Factor mobile app.

London
JUN 2015 **SENIOR VISUAL DESIGNER**
The BIO Agency
Pitch: website redesign for UK Butlin's Resorts (inc. booking journey).

London
MAY 2015 **LEAD VISUAL DESIGNER**
MPC
Redesign of the company's worldwide Intranet.

London
APR 2015 **SENIOR ART DIRECTOR**
Analog Folk
Working in the Malibu digital summer campaign.

London
APR 2015 **LEAD VISUAL DESIGNER**
MPC
Design the interface for the upcoming Mac OS X app "ACE" - an app dedicated to use the proprietary animated character engine.

London
MAR 2015 - APR 2015 **DIGITAL DESIGN DIRECTOR**
OWLR (startup)
Create a new visual language for the mobile app OWLR: new redesigned logo, more optimised user experience and a new interface flexible enough to adapt to "flavoured" spin-off apps.

London
FEB 2015 - FEB 2015 **LEAD UX/UI DESIGNER**
MPC/TBWA
Working on the upcoming new Aquafresh app, using a 3D character library animating in realtime (using Unity 3D engine).

London
OCT 2014 - JAN 2015

LEAD UX + VD DESIGNER
MONITISE CREATE

Joined an innovation team to work on mobile payments ideas for Visa, Europe, from concept to prototyping.

London
AUG 2014 - OCT 2014

HEAD OF CREATIVE
TOTALLY COMMUNICATIONS

Managed a creative team on multiple web projects for clients such as NHS, Betway Group and Just Storage.

London
MAY 2014 - AUG 2014

LEAD VISUAL & UX ARCHITECT
MPC/...

Working in X-Factor/TalkTalk mobile app and website experience - a project by MPC/CHI Partners.
Also working on a MPC/Weiden+Kennedy project for the Children Helpline International (www.freeourvoices.org).

London
MAR 2014 - MAY 2014

HEAD OF DESIGN
August Media

Revamp of websites or microsities (IKEA Family, OD Group, GAP) and new visuals for new clients (LighterLife).

London
FEB 2014 - MAR 2014

SENIOR UX/UI DESIGNER
Monitise Create

Wireframe and UX ideas for the version 2 of FIFA.com app, mostly centered in Brazil WorldCup 2014 new features.

Lisbon
SEP 2013 - DEC 2013

LEAD DIGITAL DESIGNER / ART DIRECTOR
BBDO/Proximity

Digital projects in web design, social media, intranet and web mkt, for brands such as Oreo, Pedigree, Ana Aeroportos, Smart and REN.

Lisbon
DEC 2012 - SEP 2013

DIGITAL DESIGN DIRECTOR
McCann Erickson

During the whole year of 2013 had partnered with McCann Portugal as digital creative lead for many new business projects; clients included CGD, Oliveira da Serra, Santa Casa or Jumbo.

Lisbon
NOV 2011 - SEP 2012

DIGITAL CREATIVE DIRECTOR
Research & Design

Creative Director of this digital design boutique, where managed a team of 4 designers in web design and mobile apps projects; for Microsoft, BEST Bank, EasyPay, Logo, FNAC and Nokia, among many others.

Lisbon
DEC 2008 - NOV 2011

DIGITAL CREATIVE DIRECTOR
ActualSales

Creative Director at Portugal's leading Web Marketing Agency. Clients included Metlife, Logo, Johnnie Walker, J&B, Logo, Unibanco and many more. Also was responsible for opening the Madrid creative office selecting the creative team.

Lisbon
FEB 2007 - DEC 2008

SENIOR DESIGNER & ART DIRECTOR
McCann Erickson

Worked as Senior Creative in several projects in graphic design, advertising, packaging, point-of-sale and activation.

Lisbon
JAN 2007 - FEB 2007

SENIOR WEB DESIGNER
Leo Burnett

Freelance web designer at Leo Burnett Lisboa.

Lisbon
NOV 2006 - DEC 2006

SENIOR DESIGNER / ART DIRECTOR
Ogilvy & Mather

Worked as senior creative in several projects of graphic design, advertising, packaging, point-of-sale and activation.

BRANDS/CLIENTS

Volvo	Metlife
Virgin Atlantic	Sage
CBRE	Roche Labs
UBS	Oreo
O2 Arena	Ford
Natwest	Opel
Vrumi	Element Skateboards
Hugo Boss	Greenpeace (Brazil)
VISA, Europe	BEST (online bank)
Aquafresh	FNAC
IKEA	AEGON/Mongeral (Insurance, Brazil)
FIFA	RTP (state TV Channel)
Mars Petfood (Pedigree, Whiskas)	TAP (airline company)
Samsung	ANA Aeroportos
GAP	Sagres (beer)
Microsoft	SICAL (coffee maker)
Martini	Galp (oil company)
Nestlé	REN (electricity network)
Butlin's	Jumbo (supermarket network)
L'Oréal Paris	

EDUCATION

Lisbon INCOMPLETE DEGREE
1992 - 1996 Faculty of Architecture (UTL)
Entered with a final average of 18 (1-20). First 2 years completed.

LANGUAGES

Portuguese	<i>native</i>
English	<i>fluent</i>
French	<i>fluent</i>
Spanish	<i>average</i>

TECHNOLOGY

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Flash (AS 2.0)	●●●●●●●●●●
Adobe Fireworks	●●●●●●●●●●
Sketch	●●●●●●●●●●
Omnigraffle	●●●●●●●●●●
PaintCode	●●●●●●●●●●
Maxon Cinema4D	●●●●●●●●●●
Office Apps	●●●●●●●●●●
Proto.io	●●●●●●●●●●
Marvel	●●●●●●●●●●
InVisio	●●●●●●●●●●
WebFlow	●●●●●●●●●●
HTML 5	●●●●●●●●●●
CSS 3	●●●●●●●●●●