

Alex Carvalho
DESIGN DIRECTOR
LONDON, UK

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Hello, I'm Alex.

I'm a **Design Director** with a background on **Visual Design**, with collaborative experience in **UX, Product Design**, and **Design Strategy**.

I'm **passionate about the craft**, pixel perfect and detail oriented, but never compromising deadlines or project objectives.

I've worked in many different types of projects, from **mobile apps**, to big **web design builds**, from **art directing campaigns** to **branding projects** and building **design systems**.

I've led teams of **designers, illustrators, motion designers**, and **UX'ers**, where I've not only oversaw their work but also (and most rewarding for me) strived to inspire and grow their creative talent. I've also frequently bridged between **creatives** and the **dev/tech teams**, as I'm comfortable to learn, research and understand the technical challenges that might come up with new products.

I've also been very **client-facing**, as I've conducted **presentations, stakeholder interviews** and **joint workshops**.

I'm always open to new challenges. Have one that you think I might be a good match?
Get in touch with me. :-)

HIGHLIGHTS

- Leadership skills, both creative insights/direction, as well as mentoring
- Excellent visualisation skills
- Detail-oriented (pixel perfect)
- Hands-on (as needed and lead by example)
- Naturally pro-active
- 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 DESIGN DIRECTOR / DESIGN LEAD

MAY 2019 – ... **The BIO Agency**

Working mostly on new business pitches across several markets (Payroll, Mortgages, Streaming Media Services, and more).

London DESIGN LEAD

DEC 2018 – APR 2019 **We Are Friday**

Rethinking an insurance brand (including their brochure, and quote & buy websites); stakeholders and customer interviews, insights analysis, defining new customer journeys, and digital brand definition.

London LEAD VISUAL & PRODUCT DESIGNER

OCT – DEC 2018 **Ustwo**

Pitch work for a new health native app, for an American top pharma brand. UPDATE: Pitch won.

London DESIGN DIRECTOR

AUG – OCT 2018 **Digitas**

Kicking off a new mobile banking product; defining a governance model to be applied amongst different teams, and creating brand guidelines and digital toolkit.

London HEAD OF DESIGN

FEB – AUG 2018 **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 DESIGN DIRECTOR / LEAD VISUAL DESIGNER

AUG 2016 – JAN 2018 **Misc Agencies**

Working on pitches and short term projects in several agencies/studios: **Adam&Eve, Analog Folk, Possible, Foolproof, Brilliant Basics, Else London, Prospect, IBM IX, Investis, Maido...**

London SENIOR VISUAL DESIGNER

FEB – APR 2017 **AKQA London**

Volvo Cars global website redesign: working in London and also in Gothenburg where done workshops with client stakeholders.

London
FEB - 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
JAN - 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 - 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
MAY - 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.

London
FEB - 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 - 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
APR 2009 - SEP 2012

DIGITAL CREATIVE DIRECTOR
Research & Design / ActualSales
Managed a team of 4 designers in web design and mobile apps projects, with inhouse build/prodcution; clients like Microsoft, BEST Bank,

EasyPay, Logo, Metlife, Logo, Johnnie Walker, FNAC and Nokia, among many others.

BRANDS/CLIENTS

Volvo Cars	Nestlé
Virgin Atlantic	Metlife
HSBC	Sage
Hiscox	Roche Labs
CBRE	Oreo
UBS	Ford
Eli Lilly	Opel
O2 Arena	Element Skateboards
Natwest	Greenpeace (Brazil)
Vrumi	FNAC
VISA, Europe	RTP (state TV Channel)
Aquafresh	TAP (airline company)
IKEA	ANA Aeroportos
FIFA	Sagres (beer)
Samsung	SICAL (coffee maker)
GAP	Galp (oil company)
Microsoft	Jumbo (supermarket network)
Martini	L'Oréal Paris
Butlin's	Hugo Boss

EDUCATION

Lisbon 1992 - 1996 INCOMPLETE DEGREE
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

Sketch	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Fireworks	●●●●●●●●●●
PaintCode	●●●●●●●●●●
Maxon Cinema4D	●●●●●●●●●●
Office Apps	●●●●●●●●●●
Proto.io	●●●●●●●●●●
Principle	●●●●●●●●●●
Flinto	●●●●●●●●●●
Marvel	●●●●●●●●●●
InVisio	●●●●●●●●●●
WebFlow	●●●●●●●●●●