

Priscilla Alves

Senior Graphic Designer | Visual & Brand Designer

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PROFESSIONAL SUMMARY

Multidisciplinary designer with 15+ years of experience across graphic design, branding, UI/UX, and visual communication. I work at the intersection of art, technology, and strategy, translating complex ideas into clear, expressive visual systems. My background spans in-house roles and freelance, always combining craft with purpose.

CORE COMPETENCIES

Graphic Design | Brand Identity | Visual Design | UI/UX Design | Motion Graphics | Illustration | Design Systems | Art Direction | Print & Digital Production | Social Media Design | Figma | Adobe Creative Suite | Blender | After Effects

PROFESSIONAL EXPERIENCE

Freelance Designer

Self-employed | 2025 – Present

- **Me Põe Na Boa (MPB):** Designed the full UI for a Rio de Janeiro discovery app helping users find bars, restaurants, and experiences based on their mood and moment. Delivered app screens, component libraries, and design tokens in Figma, plus social media templates and landing page interface.
- **Mathilde Santing:** Developed the visual identity for the Dutch singer's Fidelity tour, including interface design, website development, motion graphics, poster design, and social media assets.
- **Deviae:** Created naming, brand identity, and UI for an AI-powered virtual model agency. Individually crafted each AI-generated model with distinct physical traits, subtle human imperfections, and diverse representation, aimed at small brands needing affordable campaign imagery.
- **Dalien:** Concept brand project for a bold, alien-inspired cosmetics line targeting young audiences. Developed full brand identity, art direction, and visual campaign as a creative showcase.

Senior Graphic Designer

Lepaya (Amsterdam, Netherlands) | 2020 – 2025

Lepaya is a hybrid learning company operating in 150+ countries with 500+ corporate clients.

- Designed visual materials across digital and print for global learning campaigns, maintaining brand consistency across multiple markets and touchpoints.
- Produced pitch decks and presentation materials for enterprise clients including ING, Takeaway, and Maersk.

- Created motion graphics, video productions, and animated assets for campaigns and e-learning content.
- Designed event booths, internal merchandise, and branded materials for corporate events and milestone moments.
- Collaborated on the company's rebranding alongside an external agency, contributing to the development and rollout of the new visual identity.
- Worked across multiple internal teams including Learning, Product, and Marketing.

Graphic Designer

Influencer's Market | Lisbon, Portugal | Jan – Aug 2020

- Designed prints and illustrations for a range of physical products including apparel, accessories, mugs, and stationery for Portuguese influencer brands.
- Produced product mockups and display stand concepts for e-commerce and retail presentation.

Graphic & Interface Designer

Mundipagg / Stone Co. (Rio de Janeiro, Brazil) | 2015 – 2018

Mundipagg was one of Brazil's leading payment gateways, part of Stone Co.

- Designed dashboard interfaces for the client portal used by e-commerce merchants across Brazil.
- Developed the complete visual identity following the company rebranding, including brand guidelines, templates, and assets.
- Produced digital campaigns, internal merchandise, and event materials.
- Created motion graphics and video edits for internal and external communications.
- Later moved internally to Stone's creative team, producing design work across Mundipagg, Pagar.me, and Stone brands.

Visual & Brand Designer (Multiple Roles)

Gapso, Innvent (Elogroup), Tribeira, Palmetal Metalúrgica | Brazil | 2009 – 2015

Worked across startups, consultancies, and an industrial company delivering branding, illustration, and digital/print design across a range of sectors.

EDUCATION

UI/UX Design Bootcamp – Ironhack Portugal, 2019

Bachelor in Graphic Design – Instituto Infnet, 2008 – 2012

Bachelor of Technology in Fashion Design – UNIPLI, Brazil, 2007 – 2009

LANGUAGES

Portuguese (Native) | **English** (Advanced – C1) | **Italian** (Intermediate – B1)