Priscilla Alves

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PROFESSIONAL SUMMARY

Multidisciplinary designer with 15+ years of experience creating bold, expressive, and functional visual stories. Blends graphic design, motion, and digital culture to build brands that feel alive across screens and print. Experienced in leading projects from concept to delivery — from creative direction to hands-on execution. Known for combining a strong visual identity sense with a curious, experimental approach.

CORE SKILLS

- Visual Design: Branding · Illustration · Layout (Print & Digital) · Color & Composition
- Digital & Motion: Motion Graphics · Video Editing · 3D Visualization (basic) · Photo Retouching
- Marketing & Storytelling: Campaign Design · Social Media · Presentation & Event Assets
- Tools: Photoshop · Illustrator · InDesign · Figma · After Effects · Premiere · Blender
- Languages: Portuguese (Native) · English (Advanced C1) · Italian (Basic A2)

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Lepaya (Amsterdam, Netherlands) | 2020 – 2025

- Created visuals for global learning campaigns, events, and social media.
- Developed motion graphics and layouts that translated complex ideas into clear stories.
- Helped define a visual direction that strengthened Lepaya's international presence across digital and print.
- Partnered with marketing, content, and product teams to keep brand storytelling cohesive across all touchpoints.

Freelance Designer

(Portugal & Netherlands) | 2018 - Present

Collaborates with clients across fashion, music, and tech to create expressive visual identities and digital experiences. Recent highlights include:

- Mathilde Santing (NL): complete website and tour identity blending light, motion, and typography.
- Deviae: creative direction and branding for a virtual model agency exploring Al.
- Dalien: conceptual art direction for a fictional cosmetics brand merging AI technology and storytelling.

Graphic Designer

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

- Developed digital campaigns, brand materials, and booth designs for national events.
- Collaborated with dev teams on UI layouts for internal and marketing platforms.
- Ensured brand consistency across product, marketing, and partner communication.

Earlier Experience | (2009–2015)

Worked in various creative roles for startups, consultancies, and an industrial manufacturer in Brazil. Focused on branding, illustration, and visual design for both print and digital projects.

EDUCATION

UI/UX Bootcamp – Ironhack Portugal, 2019

B.Tech in Graphic Design – Instituto Infnet, 2008–2012

B.Tech in Fashion Design – UNIPLI, 2007–2009