

Priscilla Alves

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PROFESSIONAL SUMMARY

I have over 15 years of experience designing digital products and visual systems across branding, marketing, and platform environments. My work focuses on translating complex ideas into clear, usable interfaces that balance aesthetics, usability, and business goals. I collaborate closely with product, marketing, and development teams, working hands-on from concept to delivery, with a strong foundation in visual systems, interaction design, and storytelling for digital experiences.

CORE SKILLS

- UX/UI & Product Design: Interface Design · User Flows · Wireframes · Prototyping · Design Systems · Responsive Design
- Visual & Interaction Design: Visual Identity · Layout (Digital-first) · Color & Typography · Motion for Interfaces
- Collaboration & Delivery: Cross-functional Collaboration · Concept-to-Delivery · Design Handoff · Iteration with Stakeholders
- Tools: Figma · Photoshop · Illustrator · 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 AI.

- 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