

Hello,



João Telo Gonçalves*

Visual Designer · Brand Systems · Art Direction · AI Workflows

Lisbon, Portugal

joaotg@pm.me

Portfolio - joaotg.com

Visual Designer with 8+ years of experience building brand systems, campaigns and multi-channel visual experiences for global and local brands.

I work from concept and art direction through production, across digital, OOH, retail and packaging.

I integrate generative AI and automation into the creative process to accelerate ideation and asset production while preserving visual consistency and design intent.

Core Competencies

Visual Identity, Branding & Brand Systems

Editorial Design, Packaging & Graphic Production (POS)

Art Direction, Photography & Digital Post-Production

Video Editing

Software & Tools

Adobe CC: Illustrator, InDesign, Photoshop, Premiere, Firefly

Digital: Figma (UI/UX)

3D: Cinema 4D

AI Workflows

Education

Bachelor's Degree in Design

IADE, Creative University

2014 - 2017

Multimedia Product Development

IADE, Creative University

2012 - 2014

Graphic Arts Course

Escola Tecnológica e Profissional Albicastrense

2009 - 2012

Languages

Portuguese ██████████

English ██████████

Professional Experience

Graphic Designer

Uppartner

2023 - Present

- Development of visual identities, 360° campaigns, and brand activations for national and international clients.
- Management and execution of editorial and digital design projects, ensuring visual consistency across multiple touchpoints.
- Optimization of the creative team's production workflow through the introduction of agile asset creation methodologies.

Graphic Designer (Freelance) & Retail

Lufi Surf Shop / Self-employed

2022 - 2023

- Periodic development of visual communication materials and management of point-of-sale (POS) displays for the brand.

Graphic Designer | Final Artwork

Wolt, Energy for brands

2019 - 2022

- Development of visual identities and merchandising items for consumer goods (FMCG) brands.
- Technical pre-press supervision ensuring 0% error in graphic production.

Graphic Designer | Photography

SQN, chefs & hospitality consulting

2018 - 2019

- Creation of branding concepts, editorial design (menus/catalogs), and communication assets focused on the premium and hospitality sector.
- Art direction and product/gastronomy photography, managing the process from capture to advanced digital post-production.

Camera Operator | Video Editing

InPress

2016 - 2018

- Camera operation and image capture for institutional, corporate, and promotional video content.
- Video editing and creation of motion graphics elements for screen dynamics and social media.