

BÁRBARA CARVALHO

Graphic Designer

Bragança, Portugal | barbaracristine.m@gmail.com | [Portfolio](#) | [Linkedin](#)

WORK EXPERIENCE

Designer

Mentoring Academy - Bragança Polytechnic University - Research Grant

03/2024 – Present

Bragança, Portugal

- Designed promotional materials for events, including print and digital assets, ensuring alignment with branding strategies;
- Developed layouts and interactive content for websites and mobile applications to enhance user engagement;
- Produced and curated visual content for social media platforms, including photo selection and editing, in line with branding goals;
- Designed visual assets for internal and external events, improving brand visibility and creating cohesive design experiences;
- Collaborated with cross-functional teams to ensure consistency across promotional campaigns and branding materials.

Designer (Volunteer Work)

Mentoring Academy - Bragança Polytechnic University

07/2023 – 02/2024

Remote

- Created engaging visual content for social media, focusing on audience engagement and maintaining brand consistency;
- Designed marketing materials for events, including flyers and banners, contributing to successful campaign outcomes.

Brand Designer

Riô Tropical Wear

2022

Remote

- Collaborated remotely with a Rio de Janeiro-based clothing brand to develop its visual identity;
- Designed a cohesive branding system, including logo, color palette, graphic patterns, and packaging, to elevate the brand's market presence;
- Delivered a comprehensive brand manual to ensure consistent visual communication across all platforms.

EDUCATION

Universidade Europeia - IADE

Postgraduate in Web UX/UI (Online)

Lisbon, Portugal

03/2024 – 11/2024

Bragança Polytechnic University

Bachelor's Degree in Art and Design - Minor in Design

Bragança, Portugal

2020 – 2023

SKILLS

- Design & Branding: Visual identity creation, event materials, social media campaigns, web design;
- Software Proficiency: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Blender, Canva;
- Languages: Portuguese (Native), English (Advanced).