





About

I believe in a synthetical approach to design that relies on an effective and methodic way of thinking, understanding and expressing. I always pursue to create digital experiences that meet a well-defined functional navigation flow and usability, an accurate typographic sense, a pixel perfect approach and also a consistent and attractive look and feel in which the user is always first.

I'm responsible for shaping and designing human-centered innovative products and solutions including the creation of branding and web concepts, digital strategies, guidelines, wireframes and layouts for a different range of products and solutions such as SaaS, mobile apps (iOS, Android and Windows Phone), intranets, websites, microsites, landing pages and games.

During my professional path I had the pleasure to work in different areas such as brand communication & strategy, visual identity, advertising, events & activations, digital marketing participating in relevant national and international projects for renowned clients such as Vodafone, Microsoft, Universal, Kings College, FNAC, Jerónimo Martins, CGD, MEO, EDP, TAP, Visabeira, Cofina, Gallo, Honda, Galp, Altis Hotels, Delta and Porto Editora.

Personally, I consider myself a sociable person with a sharp eye for detail, organized and with a keen sense of team mentality with the ability to adapt to different and multicultural environments.

Contacts

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w: www.about.me/joaoamarocosta

w: www.simpleandeffective.pt

w: behance.net/joaoamarocosta

Personal Details

Full name: João Amaro da Costa

Date of birth: 26.June.1987

Nationality: Portuguese

Actual location: Lisbon

Language Skills

Portuguese: Mother tongue

English: Proficiency

Spanish: Read and spoken basic knowledge

Software Skills

I am proficient in the use of Adobe InDesign, Fireworks, Photoshop, Illustrator, Freehand, Invision, FontLab, Slack, Keynote and I have basic knowledge of Sketch, HTML, Balsamic, Flash, Adobe Premier, After Effects and Dreamweaver.

Worked with brands

Vodafone, Doctors of the World, Microsoft, FNAC, Jerónimo Martins, Pato Real, Area, DGITA, Opensoft, PROF, IFDR/FEDER, CP, EDP, Fundação EDP, Diário Económico, TMN, Moche, Universal, TAP, Honda, Azeite Gallo, Queijo Saloio, Galp, Altis Hotels, Delta, Delta Q, BES, Banco Finantia, CGD, Blueticket, Ascendi, Forum Almada and Porto Editora.

Awards

EFMA 2012
App CGD (Caixa Geral de Depósitos)
Best Mobile Banking App
CCP 2010
12° CCP Festival
Self-Promotion: Editorial Design – Book
Silver: RMAC Book de RMAC Brand
Design para RMAC Brand Design

Interests

Cats & dogs, coffee, textures, typography, typology, organization, order, grids, systems, patterns, shapes, creativity vs science, “dissecting” matter and rebuilding it, collecting books, photography, cinema (specially Mafia movies), music, water sports...





Experience

Mar 2016 - Present
Senior Designer at Talkdesk
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Jan 2015 - Feb 2016
Senior Designer at Gatewit
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Jan 2013 - Jan 2015
UI-UX Designer at Innovagency
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Nov 2012 - Jul 2013
Graphic designer & Art Director
at Brand Gallery
--
Sep 2012 - Nov 2012
Graphic designer at Happybrands
--
Jan 2010 - Aug 2012
Freelancer at Kings College London,
Purfrost Window Film, Universal UK
and ZINC
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Apr 2010 - Dec 2010
Graphic designer & Art Director
at ZINC
--
Sep 2009 - Mar 2010
Intern Graphic designer at RMAC
Brand Design (Member of the BBDO
Worldwide Network)
--

Qualifications

2011
"Ant(i) design: harnessing generative
systems" with Paul McNeil, lead tutor
at LCC
--
2011
"Word and Image" with Russ Bestley,
lead tutor at LCC
--
2010
Introduction to Dreamweaver CS4 at
Nottingham Trent University
--
2009
Html/Css with Bestiario - Fine Arts
Faculty of Lisbon
--
2007
"Typography needs you!" with
Carvalho Bernau (Modular Typography
workshop)
--
2006
Sort typesetting performed at Ar.Co--

Jan 2011 - Dec 2011
MA on Contemporary Typography Media
London College of Communication
Lead Tutor: Paul McNeil
--
Sep 2008 - Feb 2009
Erasmus Exchange Program
Nottingham Trent University
Lead Tutor: Andy Ellison
--
Sep 2005 - Jul 2009
BA on Communication Design
Fine Arts Faculty - University of Lisbon
--

Side Projects

Utmost Visuals
www.utmostvisuals.com
Celebrate creativity and Spread
Design Made in Portugal.
--
JC/MP/12
www.jc-mp-12.tumblr.com
JoãoCosta/Method&Practice/2012
aims to document research, rejected
projects and work in progress.
--
Random Coffee Moments
johncosta.vsco.co
Personal database of day-to-day
textures' photos
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Referees

Paul McNeil
Lead tutor
London College Communication
--
Carla Marta
Creative Director
Innovagency
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Ana Cunha
Ex-director
RMAC Brand Design
--
Ana Costa Franco
Creative Director
ZINC, Comunicação & Publicidade
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Feature on

DesignandDesign
www.designanddesign.com/index-pi-c-22022.html
--
Design in Europe
www.designineurope.eu/article.php?cis=3311
--
Typo/graphic Posters
www.typographicposters.com/joao-costa
--
Design Inspiration
<http://designinspiration.net/source/joaoamarocosta.com/>
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