

# Luísa Perdigão

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Lisbon, Portugal

## Professional experience

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### Art Director intern

FUEL (Havas Group agency)

Apr. 2021 - Apr. 2022

- Work within the creative team, brainstorming and developing key concepts for advertising campaigns;

- Execution of visuals for storyboards, banners, outdoors, press and social networks posts based on created visions and the client's guidelines;

- Select client portfolio: Sonae, Worten, Continente, Caixa Geral de Depósitos;

### Graphic Designer intern

Volkswagen Autoeuropa

Jan. 2020 - Feb. 2021

- Weekly newsletter design; video animation design for the plant screens; employee app updates design; design support to other company departments;

### Graphic Designer intern

9 Communication

Sept. 2018 - Dec. 2018

- Development of projects in the fields of graphic design, editorial design, branding;

## Education history

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### Bachelor's degree in Equipment Design

Belas Artes ULisboa

2014 - 2017

### Erasmus

Sapienza Università di Roma

Sept. 2016 - Feb. 2017

### Master's degree in Design and Advertising

Iade Creative University

2017 - 2020

- Master thesis "The Influence of the Humorous Tone on the Effectiveness of Environmental Narratives" (19/20):  
2021/2022 EACA Graduation Competition winner;

## Other projects

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### Brand strategist

Aga Khan Foundation

June 2022 - Present

- Involvement in collaboration with the association *Creative Nature Hub (CNH)* as a strategist in an AKF communication project;

## Skills

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Photoshop ● ● ● ● ●

Indesign ● ● ● ● ●

Illustrator ● ● ● ● ●

After Effects ● ● ● ● ●

Figma ● ● ● ● ●

## Languages

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Portuguese - native

English - fluent