

Gilda Pereira | Curriculum Vitae

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Date of Birth: 30.04.1982 | Nationality: Portuguese

Profile

Designer / Visualiser / Creative Artworker.

Multidisciplinary designer with over 15 years of experience based in London.

2D/3D POS visualiser from trays to FSDU's, large or bespoke units.

Jobs can go from concept stage, visuals up to artwork

Logo design, visual identity and a variety of print work.

Motivated, proactive and curious person. Shows great attention to detail and is easily adaptable.

Professional Experience

11/2019 - Present

Freelancer

Description: Working for retail point of sale as well as 2D print work. The work can go from conceptual ideas stage, 3D visuals up to artwork. Work for clients such as FERO Retail Marketing, Low Carbon Display and other.

09/2013 - 11/2019

Creative Artworker

Creo — DS Smith Retail Marketing, London Bridge, London

Description: Work in retail creating POS displays but also web banners and print work. Jobs can go from conceptual ideas stage, followed by 3D visuals up to artwork. The work is focused on healthcare, beauty and home care for clients such as Reckitt Benckiser and Boots. As part of the daily routine the job also requires responsibilities such as managing freelancers.

03/2011 - 08/2013

Freelancer Creative Artworker

Creo, London Bridge, London

Description: Working for retail creating POS displays. Work for health and beauty clients such as Reckitt Benckiser and home entertainment such as Twentieth Century Fox, Paramount, EOne, Activision.

01/2009 - Present

Freelancer Graphic Designer

Description: Work directly with clients, taking each project from the brief up to completion. Worked on various projects, from development of brand identity, logo design, a range of printed work as well as websites.

07/2011 - 12/2011

Freelancer Graphic Designer

Devil-Fish, Beckton, London

Description: Development of studio's identity, working on business cards, leaflets, website and promotional material.

3D renders and photoshop visuals. Artwork for various POS units such as FSDU's, CDU's, gondola trays, among other.

03/2011 - 06/2011

Graphic Designer

Devil-Fish, Beckton, London

03/2008 - 10/2008

Designer / Creative Artworker

Pulse, Greenwich, London

Description: Able to work on my own initiative and capable to make decisions alone, as it was a small studio.

10/2006 - 12/2007

Junior Designer / Creative Artworker

Colourset Display, Brimsdown, Middlesex

Description: Design of point of sale displays, campaigns, brochures, leaflets for clients such as Johnson's, Nivea, NYC cosmetics, Superdrug, Tesco. Work as part of a team and under pressure. Capable to run a project from concept brief to print. Some print knowledge and being able to prepare jobs to print.

Academic Qualifications

2008 - 2009

MA Design for Interactive Media

Middlesex University, London

Description: The course covered new possibilities of interaction design. Development of interactive projects, including small games, flash animation, art installation, using software such as Flash, Arduino, Processing.

2004 - 2005

Honours Degree, Communication Design

ESAD - Escola Superior de Artes e Design, Oporto, Portugal

Description: The course was focused on graphic design. It also crossed typography, drawing, photography, audiovisual, and other multimedia fields.

2000 - 2003

Bachelors Degree, Communication Design

ESAD - Escola Superior de Artes e Design, Oporto, Portugal

Skills

Software

Proficient in OSX, Photoshop, Illustrator, InDesign, Cinema 4D, Google SketchUp. Basic knowledge in HTML and Wordpress.

Languages

Portuguese - Mother Tongue
English - Fluent
Spanish - Basic understanding

Hobbies and interests

Sewing, knitting, crafts, DIY projects, upcycle.
Travel, gardening, Capoeira - a brazilian martial art.

Reference

Rachel Baker

Group Head

DS Smith Retail Marketing

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