DESIGN PORTFOLIO 2024.

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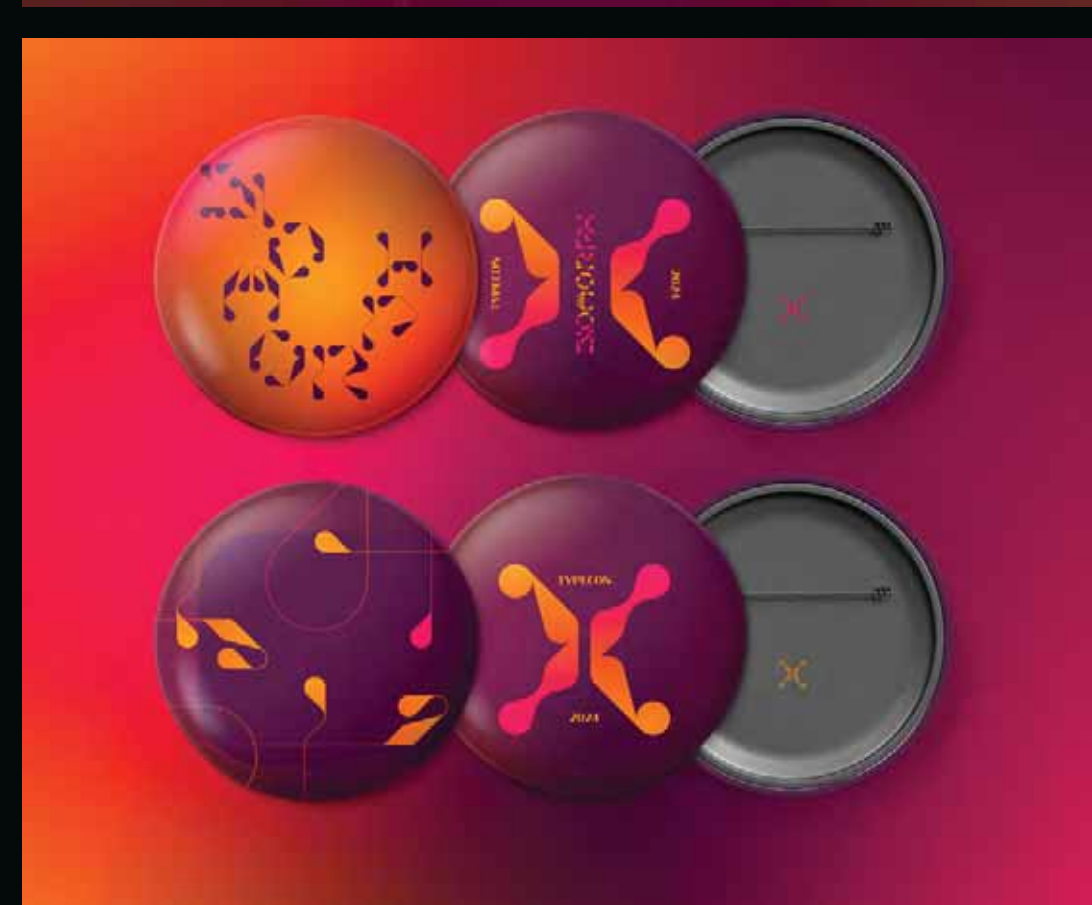
Typecon Conference: Biomorph

Event Identity Design (Adobe Ai, Ps, & Id)

TypeCon is an annual conference presented by the non-profit Society of Typographic Aficionados (SOTA), an international organization dedicated to the promotion, study, and support of typography and related arts.

The goal was to develop the content and identity for this event based on the works of our chosen speakers. In this case: Armin Hoffman, Alex Ortiga, Patrick Hubner, and Yeonhyun Ahn.

Supernatural Brazilian Creatures Website

Website Design (HTML & CSS)

The *Supernatural Brazilian Creatures* Website is based on the *Supernatural Brazilian Creatures* handbooks (3 in total).

The goal was to create a field guide website in which simply explains and illustrates one of the main roots of the Brazilian culture: folklore. Its contents lists and explain the cultures, and talks about the definition, origins, and contributors of these so beloved lores.

Acess Live Website
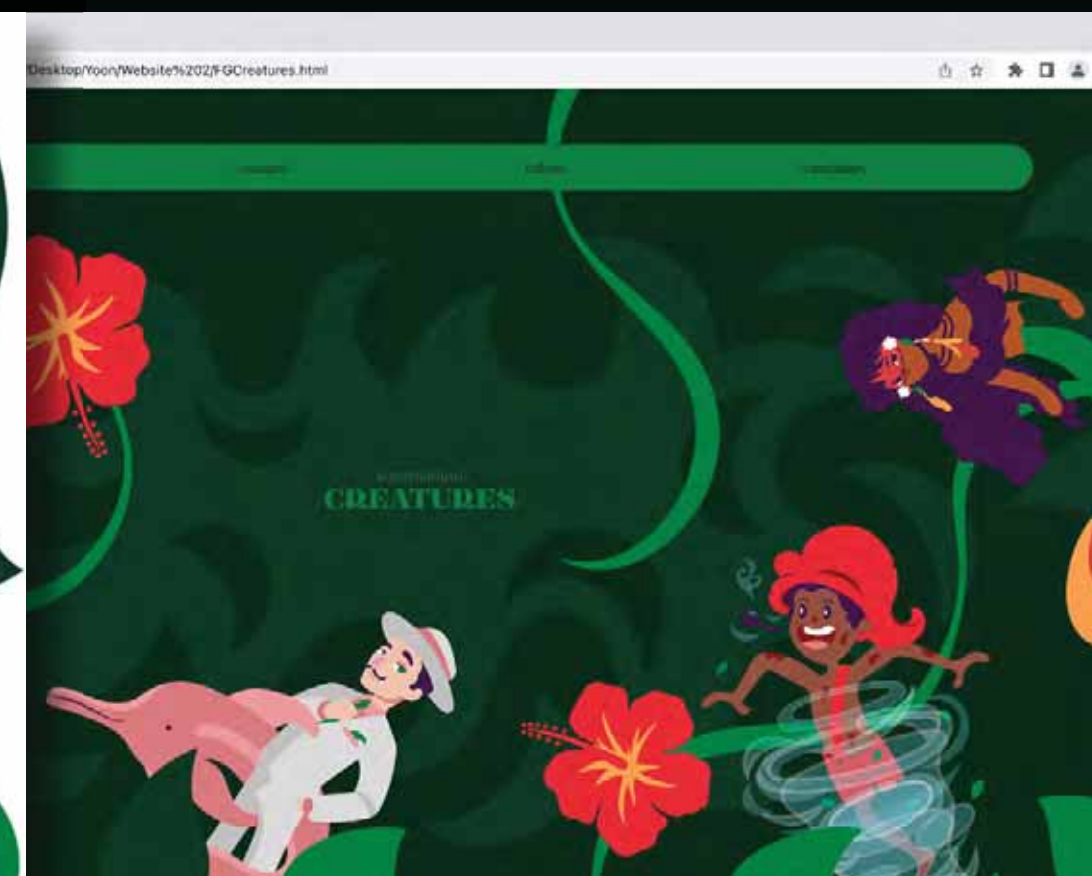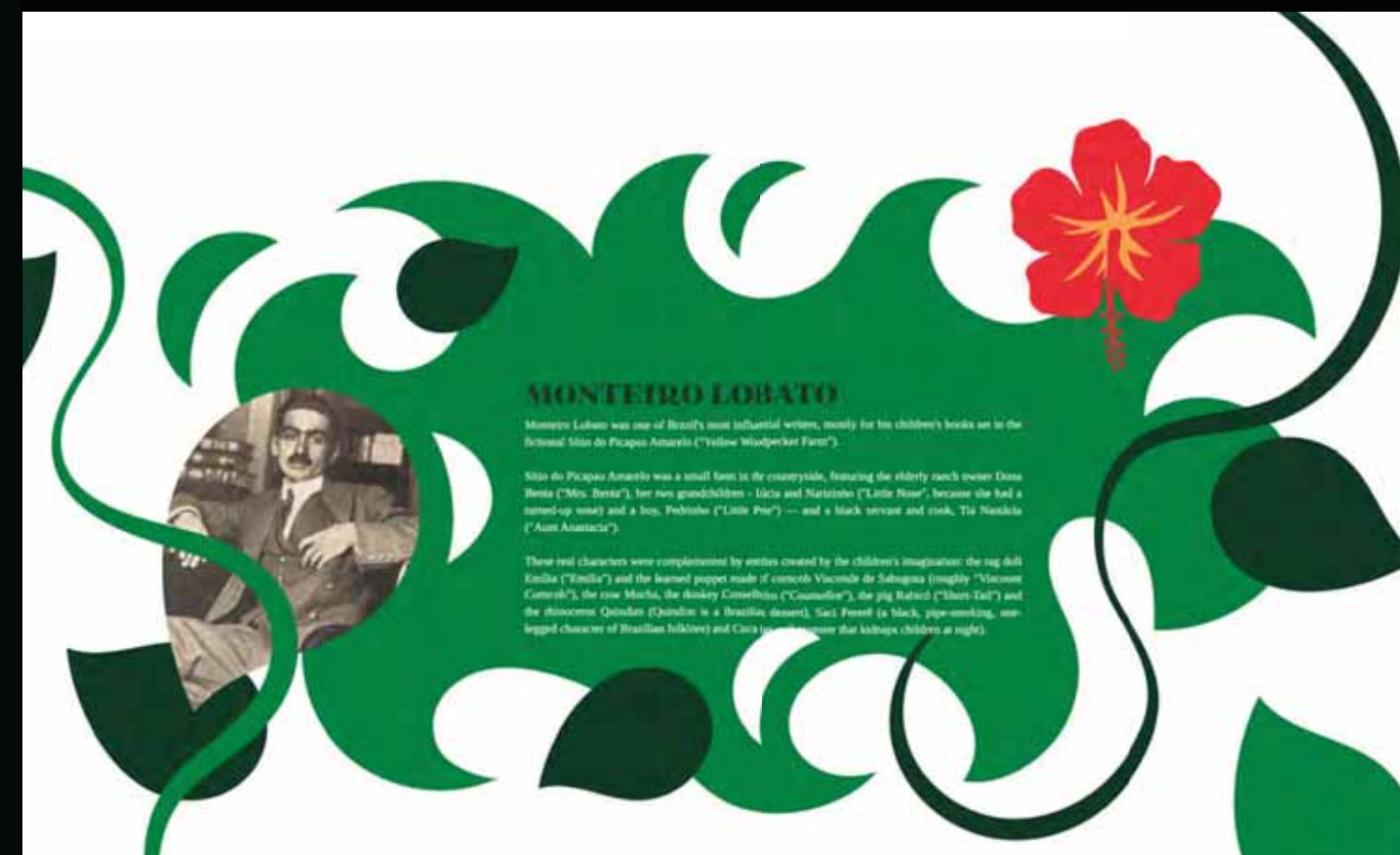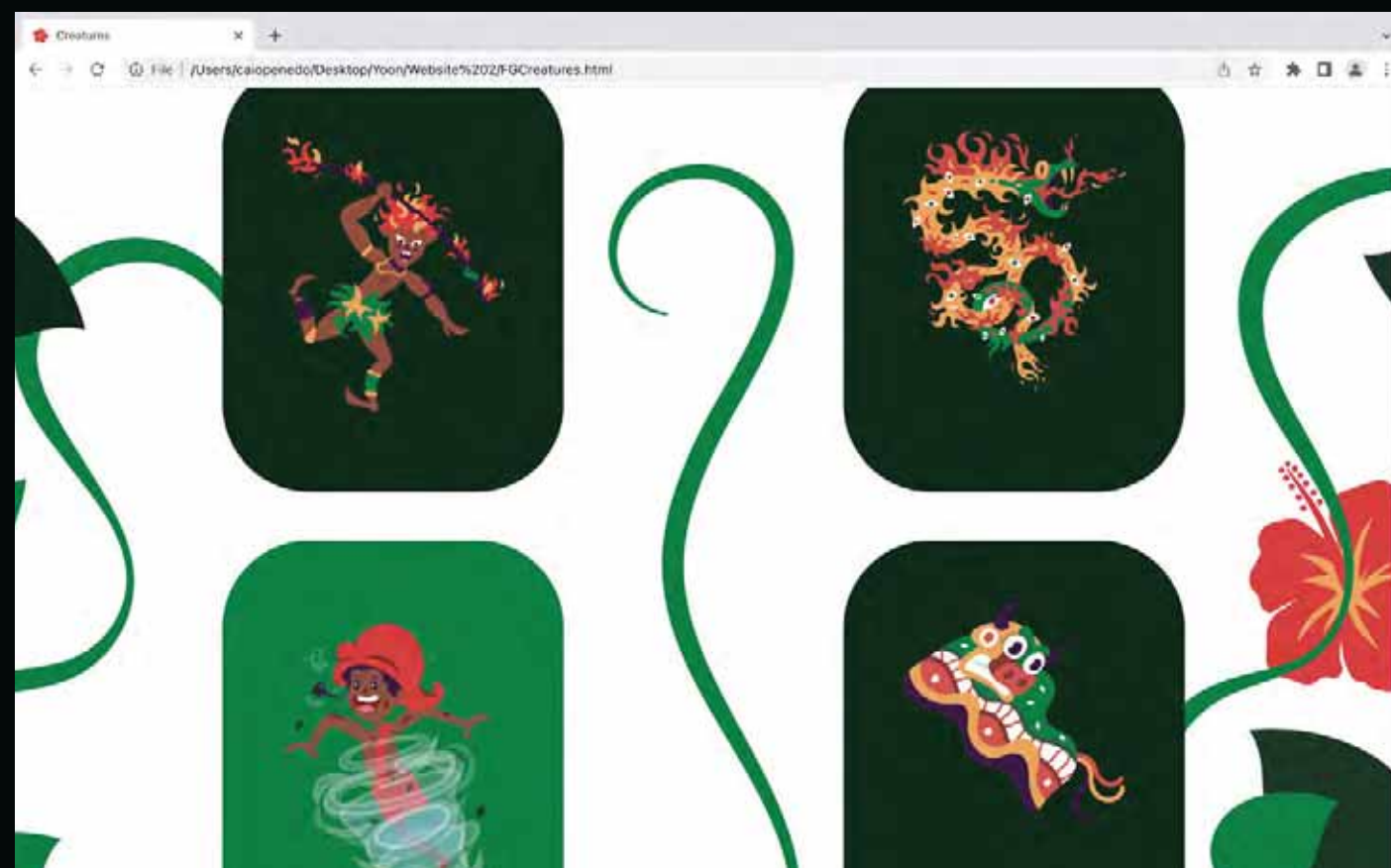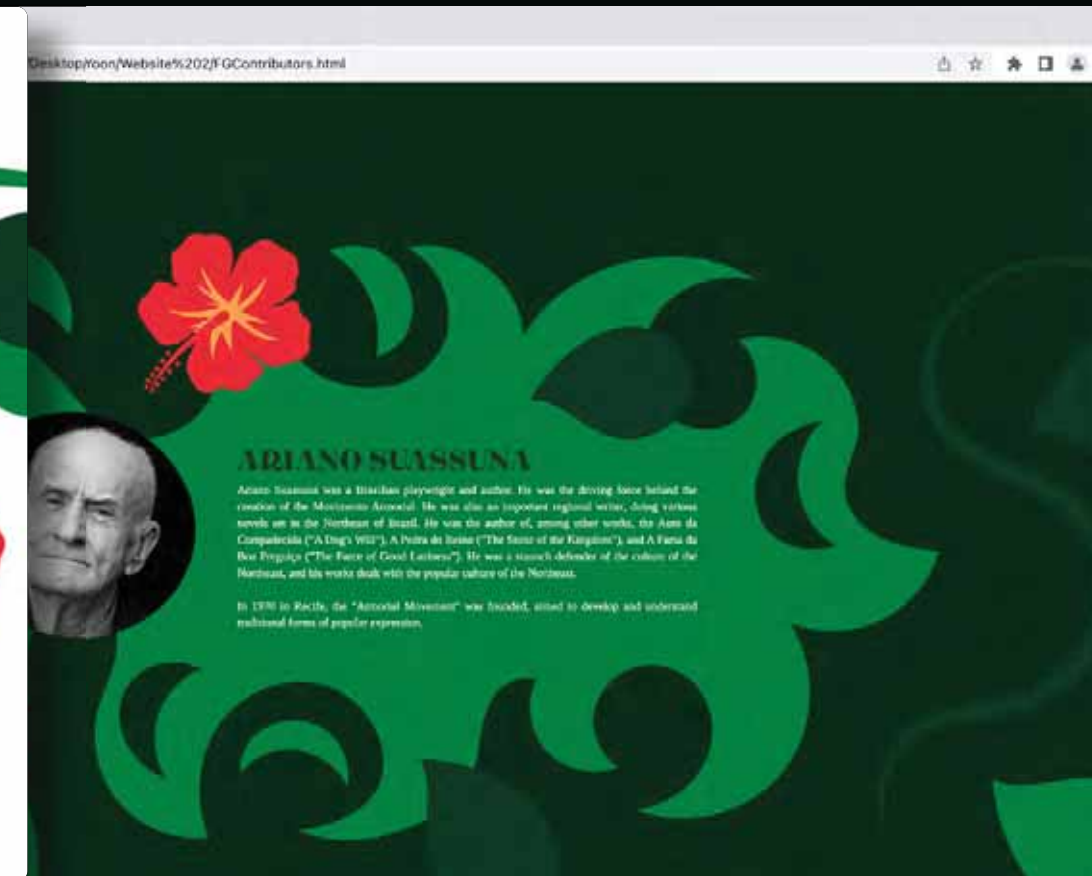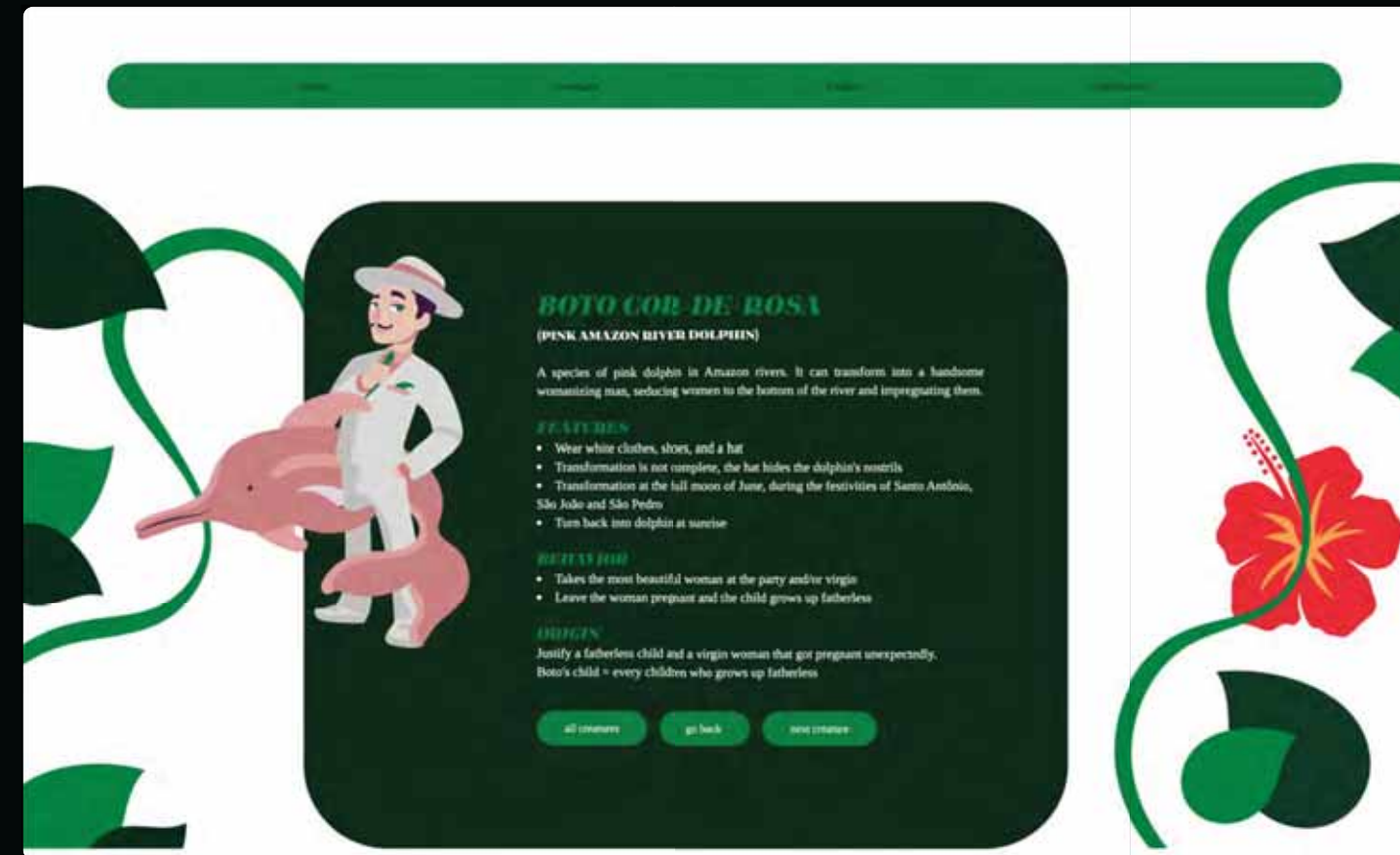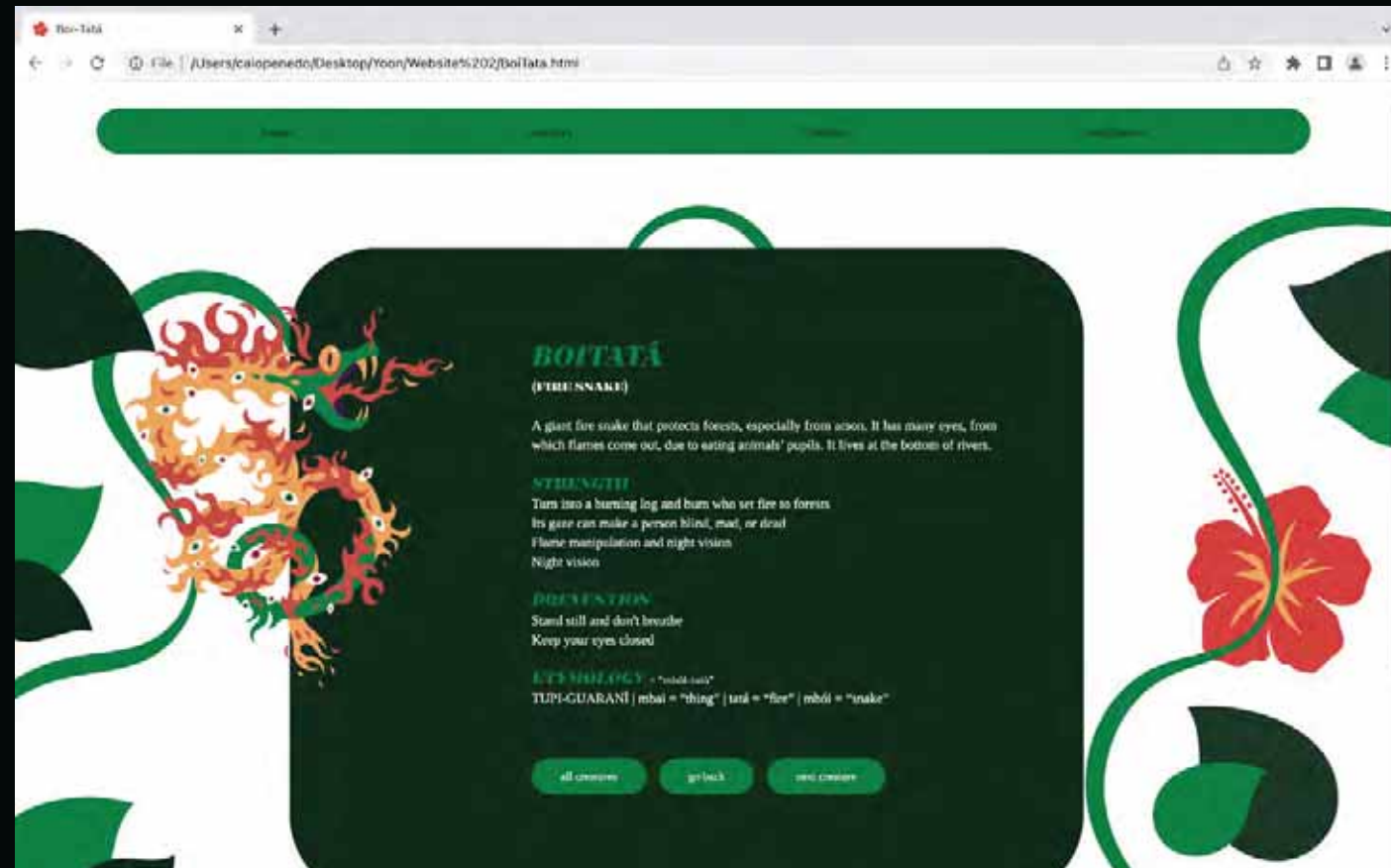
The Evolution of Solar Technology

Website Design (Adobe Ai, Figma + Wordpress)

The goal was to develop a Wordpress web site that showcases and informs an audience about an invention and the evolution of that invention in the form of a visual time line.

For this reason, I decided to focus on a topic that I believe deserves more attention in the modern days: solar technology.

Acess Live Website

Regenér
Brand Identity Desgin (Adobe Ai & Ps)

Regenèr is a medical clinic based on regenerative medicine as a method of improvement and cure of several types of acute and chronic musculo-skeletal injuries with the aim of improving the overall life of an individual.

The goal of this project was to rebrand the clinics expansion from ortho-pedic for regenerative medicine, considering its new target audience.
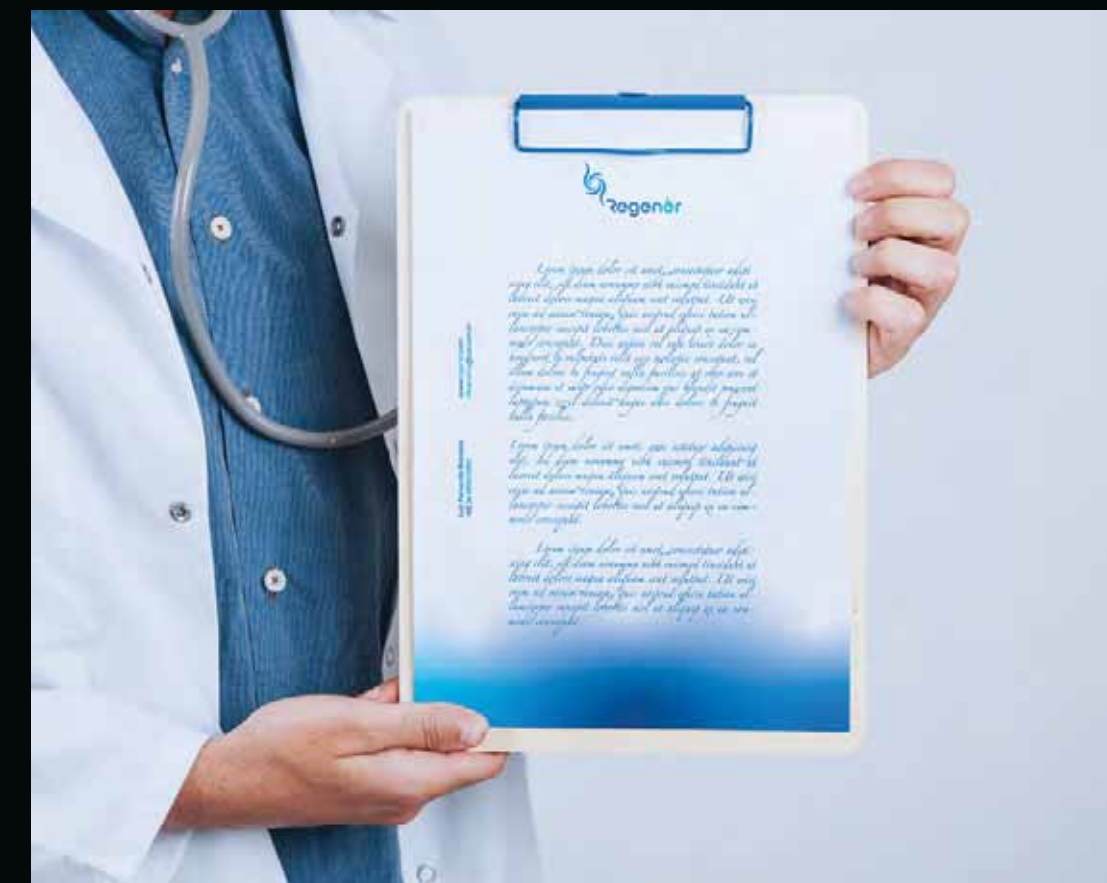
Inesos

Brand Identity Desgin (Adobe Ai & Ps)

Inesos is a company that provides offices, rooms, and shared spaces. Its differential is the focus on improving the overall health of an individual, aiming to prepare and help them for their future goals, helping them become the best version of themselves.

The goal of this project was to create an identity that communicates its values and ressonates with the target audience.
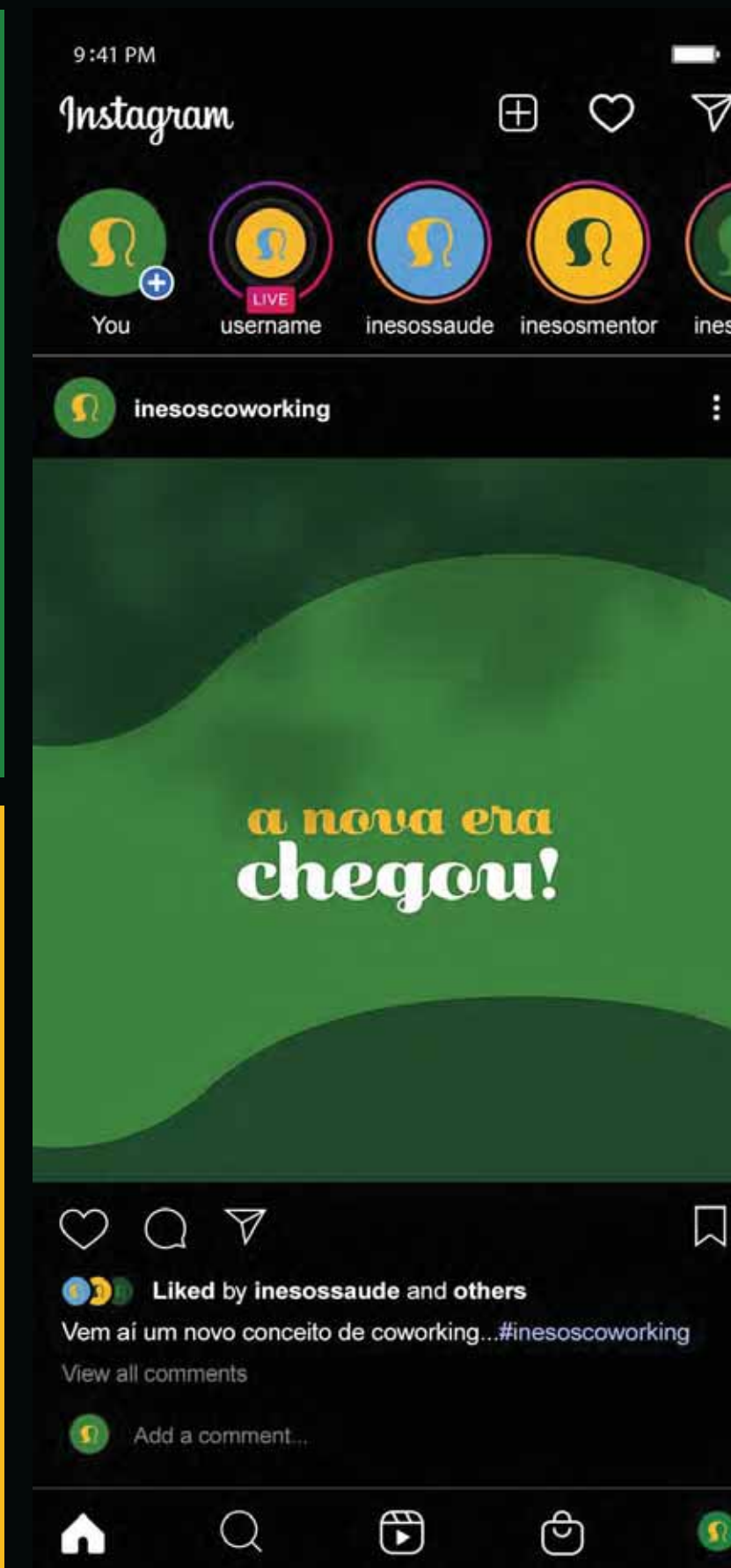
Supernatural Brazilian Creatures Handbook

Typography Booklet Series Design (Adobe Ai & Id)

The goal of this project was to create three booklets that explore three different types of grid systems each: 1) Manuscript; 2) Modular/Column; and 3) Deconstructed/Compound Grid. This concept was visually translated into field guides with the topic of "creatures of Brazilian folklore."

Book 1: Guaraná - hope and persistency to keep the culture alive.
Book 2: Açaí - don't compromise and feed the growing culture.
Book 3: Mandioca - the root and origin of folklore legends.

Ibn Sina Foundation - Target Audience Report

Brand Identity (Re)Design (Adobe Ai)

Research was conducted with Ibn Sina Foundation's stakeholders and subject matter experts to gather information about the organization and its target audience, divided into four main parts (Patient, Volunteer, Donor, and Government Affiliate).

The goal was to provide a fresh approach to Ibn Sina Foundation's brand and establish preliminary visual guidelines for the rest of the awareness campaign. The shapes of the logo's icon were used as the basis of the identity system.
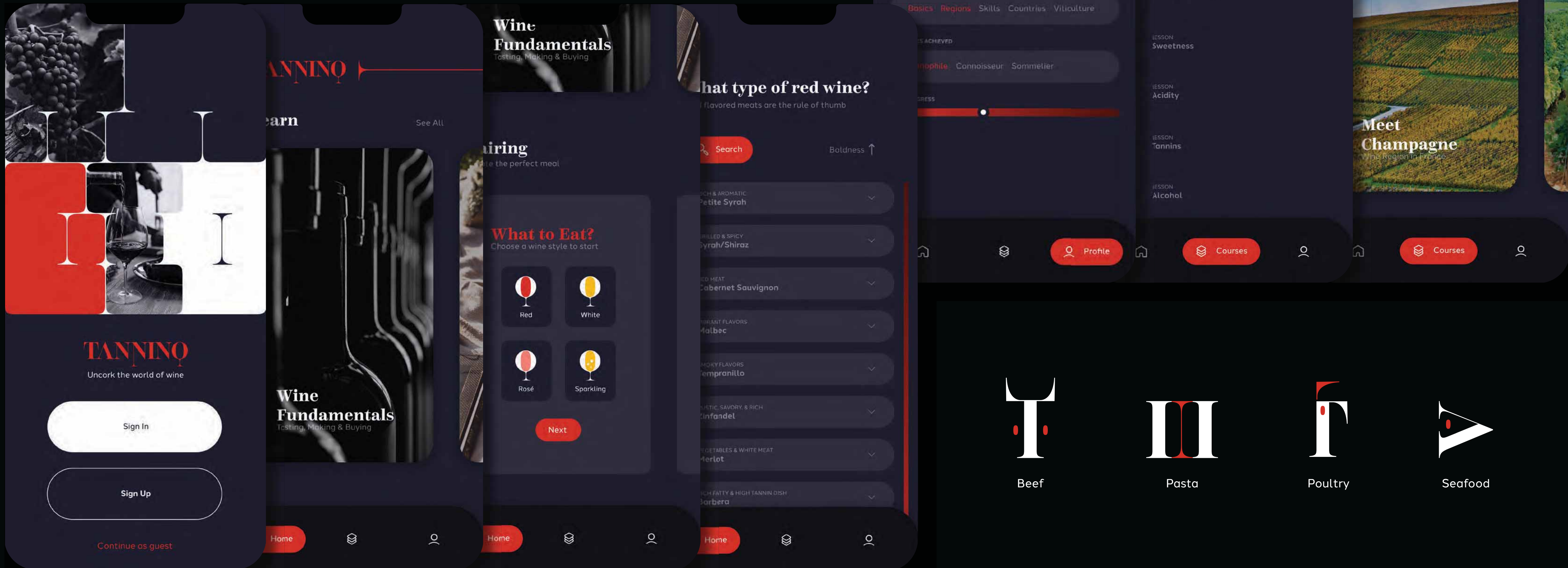
Wine Learning App
UI/UX Design (Adobe Ai & Figma)

Acess App Prototype

The goal was to design an application that informs the audience about the topic in a meaningful way, with phone navigation and interaction in mind. The app needed to offer a space for social community/media engagement, and it may include e-commerce.

I aimed to pick a unique, timely, and purposeful product for a larger audience and myself. I chose this topic in order to bridge the gap and reduce information overload in the wine industry, making learning about wine more accessible and practical.

TANNINO
Uncork the world of wine

Sign In

Sign Up

Continue as guest

Wine Fundamentals
Tasting, Making & Buying

What to Eat?
Choose a wine style to start

Red White
Rosé Sparkling

Next

What type of red wine?
All flavored meats are the rule of thumb

Search   Boldness ↑

Petite Syrah
Syrah/Shiraz
Cabernet Sauvignon
Malbec
Tempranillo
Zinfandel
Merlot
Barbera

Caio Penedo
Oenophile

2 Courses   6 Modules

Education   About   Tutoring

COURSES COMPLETED
Basics Regions Skills Countries Viticulture

ACHIEVED
Oenophile Connoisseur Sommelier

PROGRESS

Profile

Why Wine?
Tasting and Talking Wine

Start Lesson

LESSON
Talking About Wine

LESSON
Sweetness

LESSON
Acidity

LESSON
Tannins

LESSON
Alcohol

Courses

Courses

Basics Regions Skills

30% Complete

Meet Champagne
Wine Region in France

Courses

Beef   Pasta   Poultry   Seafood

Haiku Motion

Motion Design (Adobe Ai & Ae)

The goal was to design a short video utilizing sound and type to communicate a haiku. According to the chosen Haiku, it was chosen a sound and mood that effectively communicates what the words of the Haiku is saying.
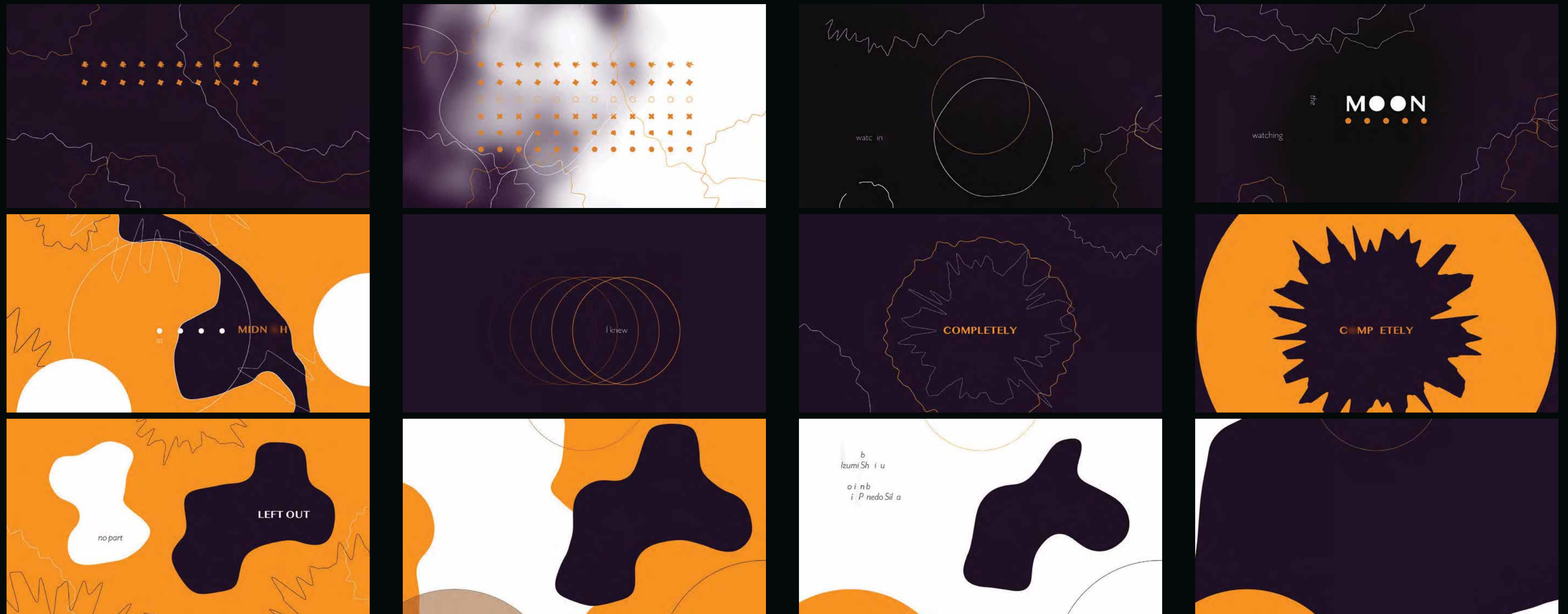
For this reason, I chose a track that has these certain traits:
• **Genres:** Ambient | Eletronic
• **Moods:** Chill | Contemplative | Eerie
• **Characteristics:** Abstract | Atmospheric | Glitchy | Mysterious

Haiku:

"Watching the moon
at midnight,
solitary, mid-sky,
I knew myself completely,
no part left out."

Print Production Workbook

Print/Layout Design (Adobe Ai & Id)

This project is designed to educate viewers on the entire process of print production. The visual aesthetic is determined by the ambivalence: "mysterious yet playful", reflecting the idea that print production, while understood by a select few (mysterious), becomes enjoyable when understoord (playful). The title "Elixir" symbolizes the magical nature of printing, making an association with the ink being an elixir, as if it was magical. In this context, printing improves the medium (like paper) by using ink (design). Materials:

Content: Cougar White, 65 GSM
Dividers: Translucent Vellum Paper, 93GSM
Cover: Translucent Vellum Paper, 167GSM
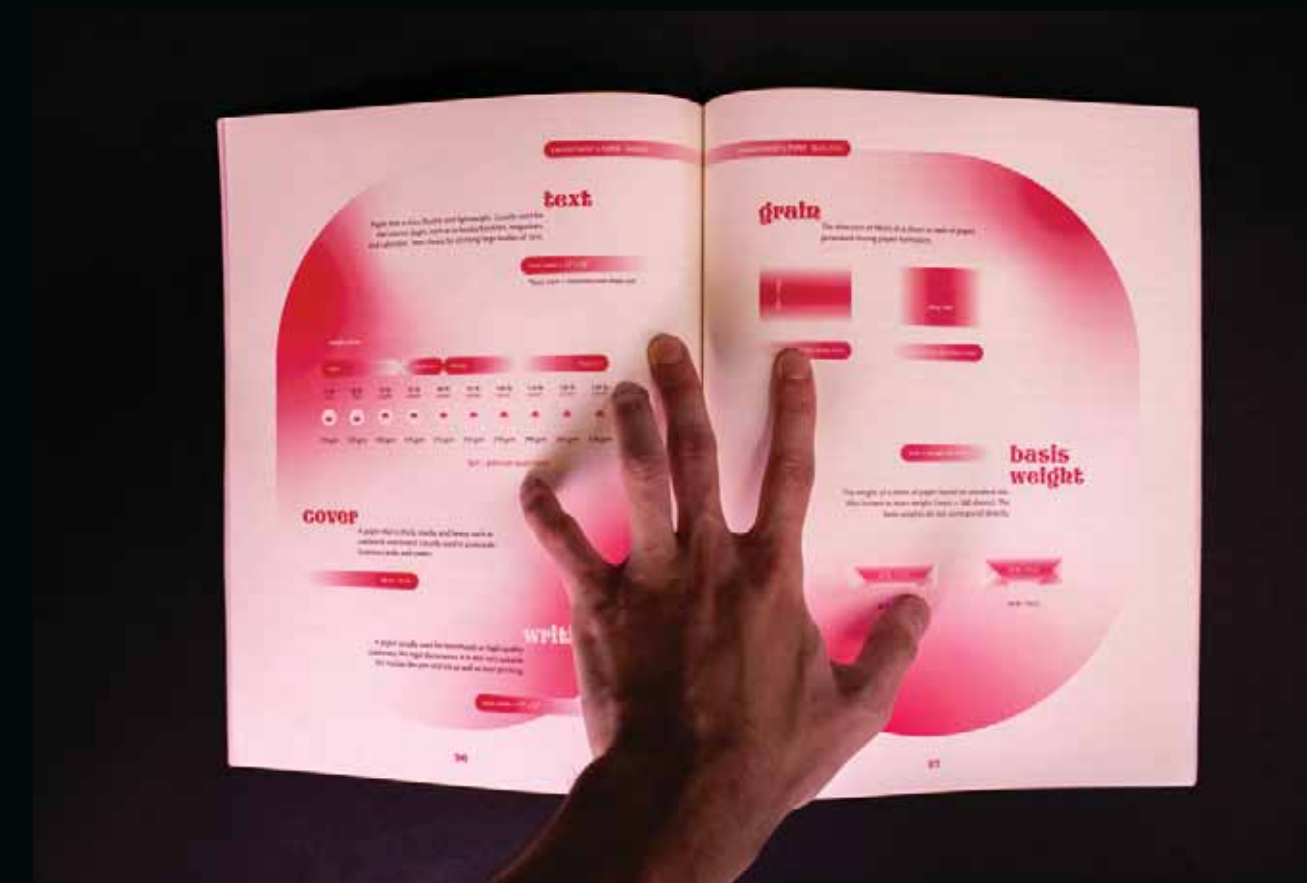
Pablo Neruda:
Booklet + Postcard
Print/Layout Design (Adobe Ai)

The source of this project drew from Pablo Neruda's "Book of Questions," a collection of 316 unanswerable questions that blend the curiosity of childhood with the wisdom of adulthood. The objective was to create a design centering on four selected questions. Immersing myself in the realm of nature and sustainability, I founded all content and design choices on this theme. A postcard and a booklet was made.

Voting Campaign: Empowering The Spectrum

Identity System/Motion (Adobe Ai, Ae, Ps)

Acess Motion Video

"Empower the Spectrum" is a voting campaign aimed at raising awareness and empowering the autism community. Visual elements, featuring satisfying details, smooth transitions, and dynamic movements, engage the target audience. The kinetic poster uses four circles to form the letters "V," "O," "T," and "E," representing the pillars of autistic empowerment: "accept, enrich, inspire, and empower." These circles interact organically with their environment, mirroring cell behavior. Tactile textures in physical products enhance touch-based engagement.
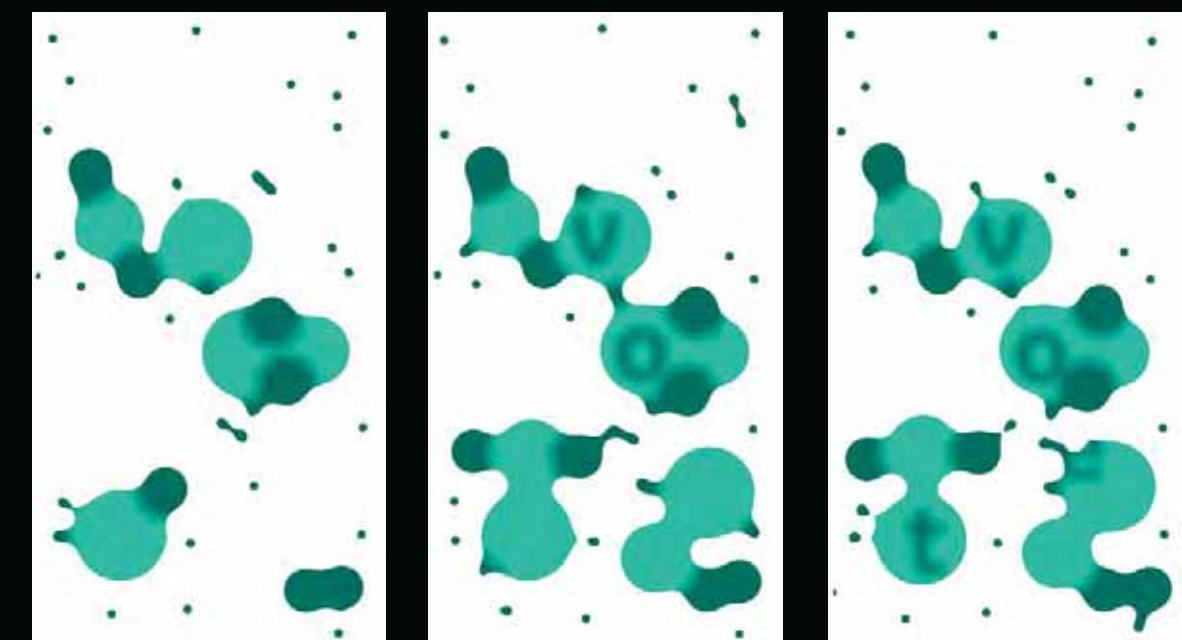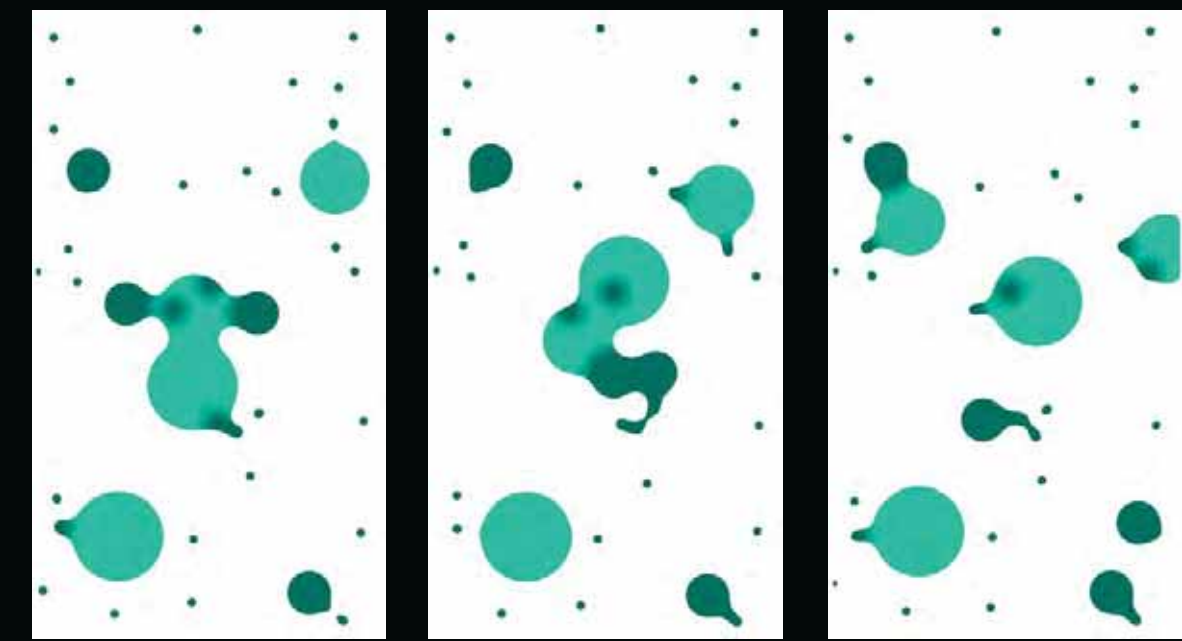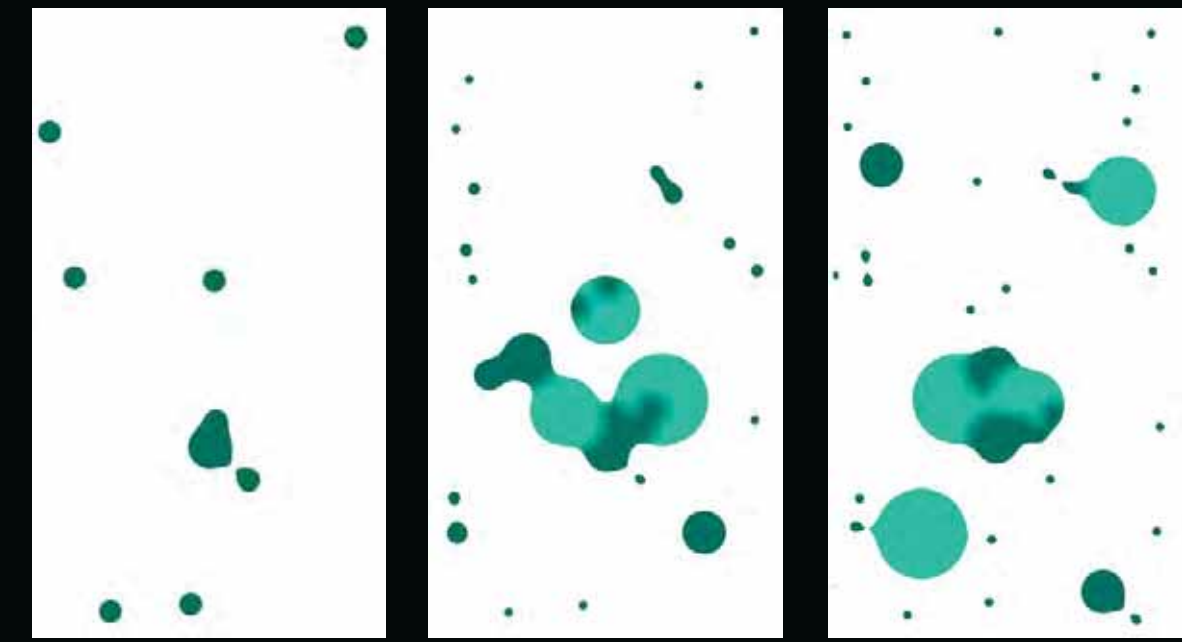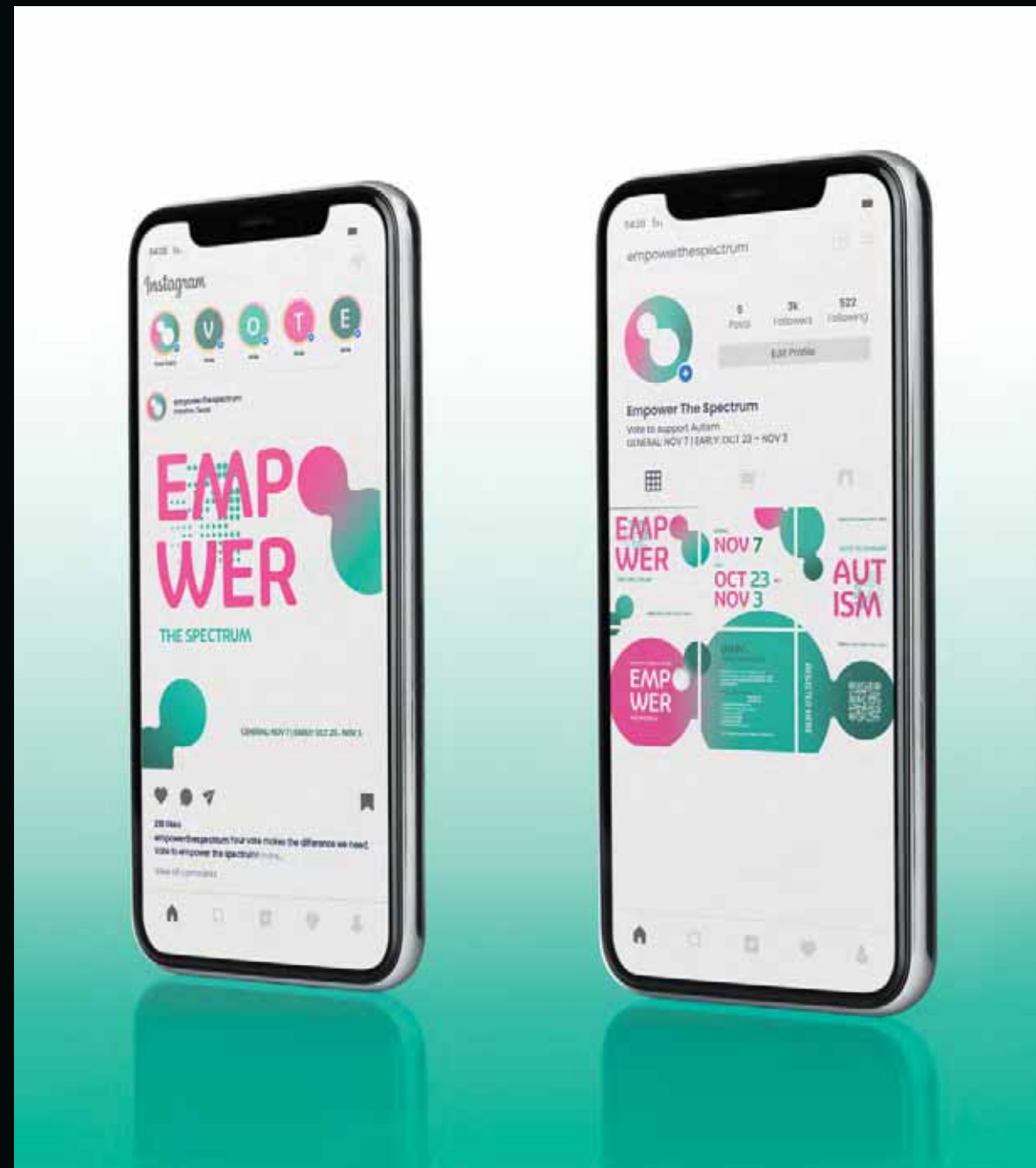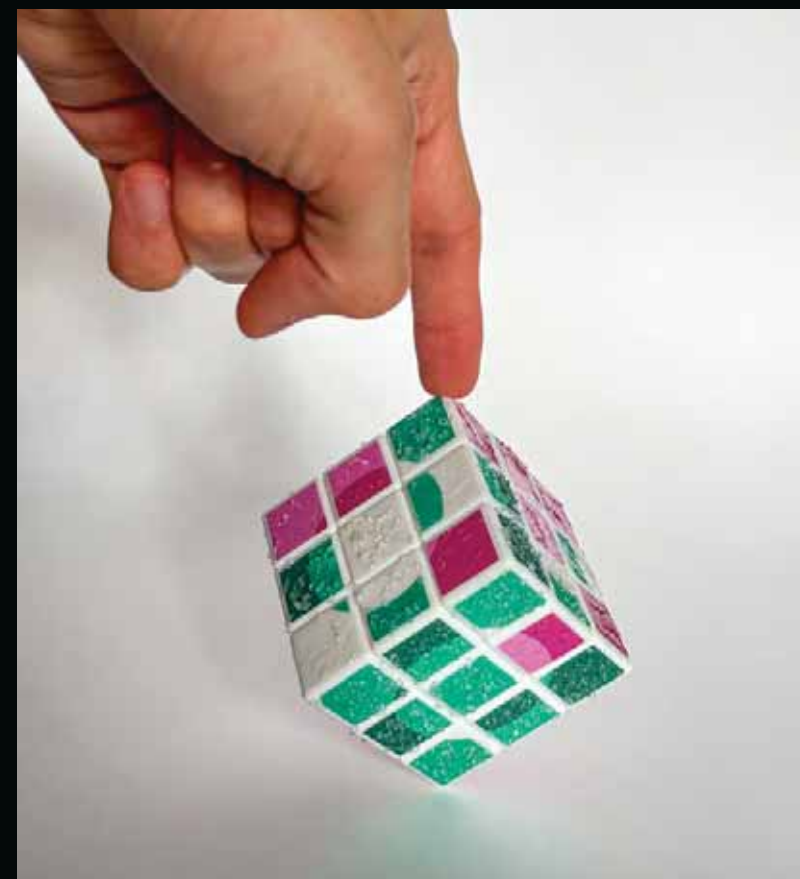
THANK YOU.

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