

PORTFOLIO

2025



Marcos Breda

Commercial and Industrial Designer

About Me

For over two decades, I have dedicated my career to transforming ideas into meaningful, aesthetically pleasing, and functional designs. As a designer, educator, and entrepreneur, I believe that great design has the power to shape experiences, inspire emotions, and redefine the way we interact with the world.

With a Ph.D. in Design and a Master's in Materials Engineering, I bring a unique blend of technical mastery and artistic sensibility to every project. From award-winning furniture concepts to impactful industry contributions, my work encompasses innovative furniture, housewares, and home accessories—always guided by a passion for sustainability, modern aesthetics, and user-centered design.

Explore the next pages to discover the stories behind each creation.

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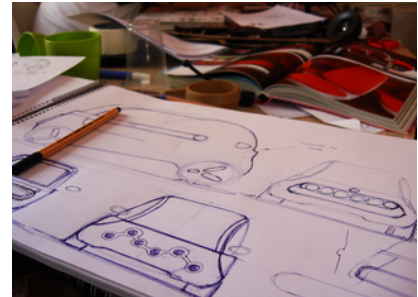


Awarded Projects



Picnic Car Design

 Brazil | 2008



Context

FIAT, in partnership with automotive supplier Muller, launched a nationwide design competition in Brazil to explore future automotive trends. Ten firms were selected based on their portfolios, with five finalists presenting to a jury that included FIAT Brazil's Head of Design, Peter Fassbender. My concept, primarily constructed from plastic, centered around the emotional connection to nature, drawing inspiration from the aesthetics and sensory experience of a picnic. Key innovations included a solar panel seamlessly integrated into the vehicle's design, mimicking tree branches to evoke a closer connection to nature. This solar panel powered the interior dashboard. Additionally, the vehicle incorporated a rainwater collection system. This system channeled water into a bottle located within the car.

Results & Impact

- The project received an Honorable Mention in the Fiat & Muller Design Competition, contributing to innovation within the automotive sector through the partnership between Muller and FIAT Automobiles. The award was officially acknowledged in a certificate signed by Esther Faingold, CEO of Muller, and Peter Fassbender, Director of the FIAT Brazil Design Center, during a ceremony held on October 29, 2008.

Colors from Brazil

Italy | 2002

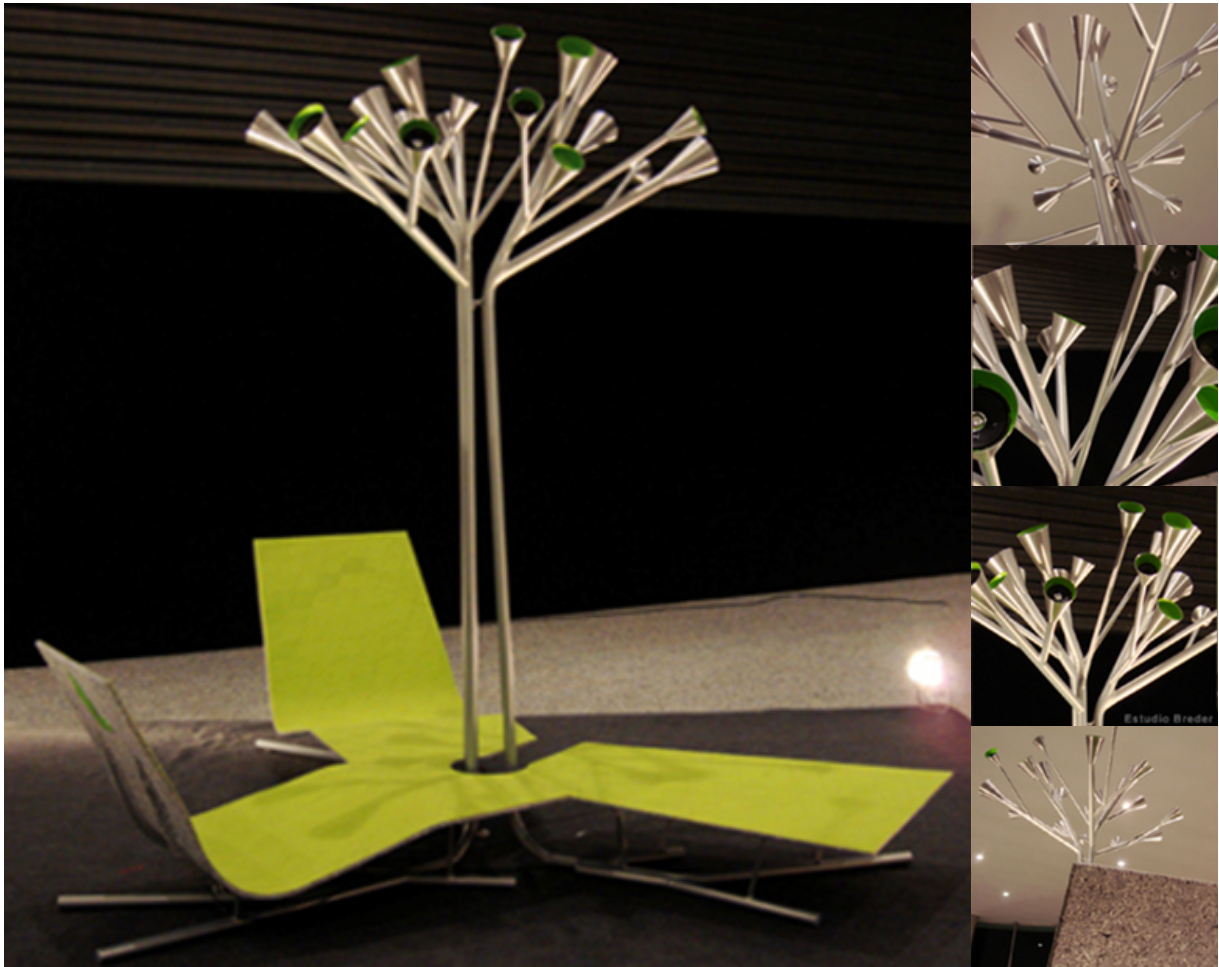


Context

In a global search for innovative graphic design, the “Colors from Brazil” project emerged as one of the five winners of Design Boom’s first international competition, in partnership with Finnish company Takamaki. The challenge? To create unique visual identities for Nokia, the world’s leading mobile phone company at the time. Inspired by the rich biodiversity of Brazil, my concept focused on the vibrant, organic beauty of feathers, symbolizing diversity, movement, and natural elegance. This approach brought a fresh and artistic expression to mobile phone customization, merging technology with cultural authenticity.

Results & Impact

- One of five global winners of Design Boom’s first competition.
- Strengthened Takamaki’s position in the international design market.
- Introduced Brazilian-inspired aesthetics into global product design.
- Received royalty payments for the commercialization of the design.

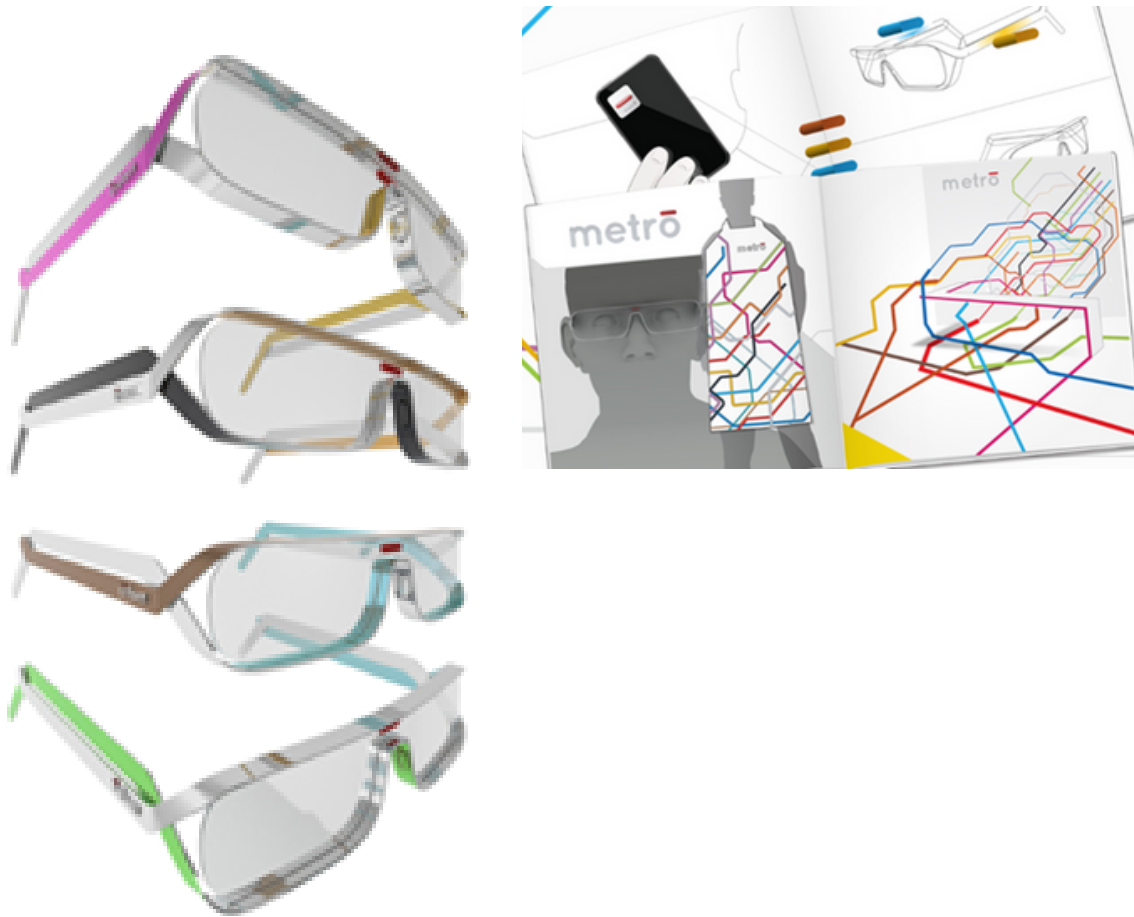


Context

Developed in collaboration with Professor Geraldo Coelho and student Otto Henrique Oliveira from Fumec University, “Estação Limoeiro” (Limoeiro Station) is a public seating installation designed for spaces such as lobbies, halls, and airports, fostering interaction and social integration. Inspired by the poetic image of friends gathered under a lemon tree, it features three distinct seating styles and built-in speakers, allowing users to share music and spark conversations. Constructed with metal, plywood, and rubber-coated surfaces, the design promotes inclusivity and cultural exchange through music as a universal connector.

Results & Impact

- Estação Limoeiro won 1st place in the Centro Minas Design Award (2007), an initiative by the Government of Minas Gerais to promote innovation. The project was recognized for transforming urban furniture into a tool for social connection, breaking cultural barriers, and fostering diversity.



Context

“Óculos Metrô” (Metrô Glasses) was designed to explore the use of colored stainless steel, a material developed by a local company. The project was part of a competition organized by Centro Minas Design, aimed at expanding the material's use in new markets. The concept draws inspiration from the globally recognized iconography of metro lines, creating a contemporary fashion accessory that blends technology and design.

Results & Impact

- Óculos Metrô received Honorable Mention in the Professional Category at the 2nd Centro Minas Design Award (2009), an initiative by the Government of Minas Gerais to promote innovation.
- The project successfully showcased the potential of colored stainless steel, enhancing the state's competitiveness in the global market.

High-Impact Projects





Context

Recognizing the designer's role in anticipating trends and establishing new aesthetic languages, I created the Equation Bookshelf as a didactic example. The Equation Bookshelf is inspired by universally recognized mathematical symbols. The underlying concept is based on the order of operations in a mathematical equation—parentheses first, then brackets, then braces—symbolizing a hierarchy of importance in organizing books and household objects. The materials used in the final prototype were stainless steel and fiberglass.

Results & Impact

- The Equation Bookshelf garnered significant international attention upon its release, being featured on numerous design websites and international magazines across countries like Sweden, Thailand, and Italy. The project's online visibility (reaching 82,500,000 search results for "bookshelf" at its peak) led to numerous internship requests, one of which resulted in a collaboration with Japanese design student Mai Ichimura from Arizona State University.
- The project's success also resulted in the publication of a scientific article, "Entrepreneurship Applied to Design: A Methodological Essay in Favor of a Proactive Design(er)," at a conference at the Universidad de Palermo in Argentina.
- The global visibility of the bookshelf design also led me an invitation to join the Russian design firm Art Lebedev Studio.

Domino Pen Drive

 Brazil | 2007



Context

The Domino Pen Drive demonstrates, didactically, the power of a globally understood design language. This project arose within a context of expanding online design platforms, showcasing diverse visual styles and functional typologies. The primary materials used were injected ABS plastic and electronic components. The ideation process began with brainstorming international concepts suitable for a pen drive design, focusing on the familiar domino tile. The chosen concept was then translated into a digital prototype.

Results & Impact

- Upon its release, the Domino Pen Drive gained online visibility, featuring on various design websites and blogs, which contributed to international recognition. The design offers a fresh perspective on a familiar object, creating an iconic product that needs no verbal explanation and offers a distinct innovation compared to other pen drives on the market.

Kuni Thermal Bottle

 Brazil | 2006



Context

The Kuni Thermal Bottle's design draws inspiration from the visual and functional association between a faucet and a rooster, resulting in a formally intriguing product. Ergonomic considerations were prioritized throughout the design process. The bottle's name, "Kuni," meaning "liquid or water" in the Kanoê indigenous dialect, highlights a connection to regional culture. The bottle was constructed from Polypropylene (PP) plastic. This project explored the potential of thermoplastic materials in product design, undertaken as a teaching exercise with design students at Universidade Fumec. The resulting thermal coffee bottle was later submitted to a competition held by ABIPLAST (Brazilian Plastics Industry Association) in São Paulo, where it was selected for inclusion in the organization's catalog.

Results & Impact

- The Kuni Thermal Bottle, initially developed as a teaching tool for product design students at Universidade Fumec, was selected for inclusion in the 2006 ABIPLAST catalog. This recognition highlighted the product's innovative design and its reflection of regional cultural elements.
- The project enriched the students' learning experience by demonstrating the practical application of product design principles, from initial concept to functional prototype.

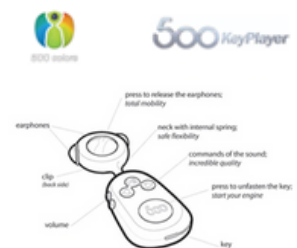


International Collaborative Projects



500_Key Player

Italy | 2006

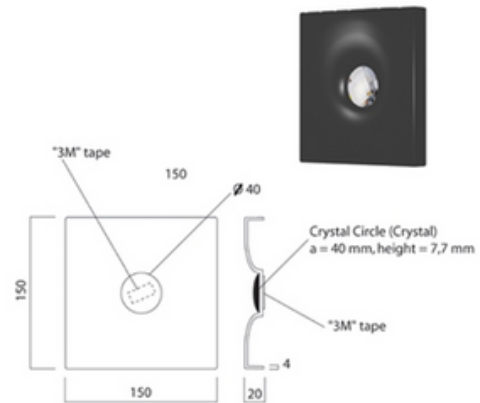


Context

Developed for the Design Boom and Fiat competition, the idea behind the 500_Key Player was to blend the functionality of a car key with the emotional connection of music, creating a seamless experience that went beyond utility and into the realm of lifestyle. It was designed using elastomers for a soft-touch finish and integrated electronic components for the MP3 functionality. The key serves both as a traditional car key and a portable MP3 player. When detached, the user could listen to music wirelessly, sharing their favorite songs with other Fiat 500 owners through Bluetooth.

Results & Impact

- The 500_Key Player concept was selected among 84 projects out of 5433 submissions from 97 countries, earning recognition for its innovative approach to product design. The jury was composed of industry giants like Giorgio Armani, Luca Cordero di Montezemolo, Jasper Morrison, Gabriele Salvatores, and Luca Trazzi.
- The project played a pivotal role in shaping the conversation around emotional design, influencing future projects in the automotive and tech industries.



Context

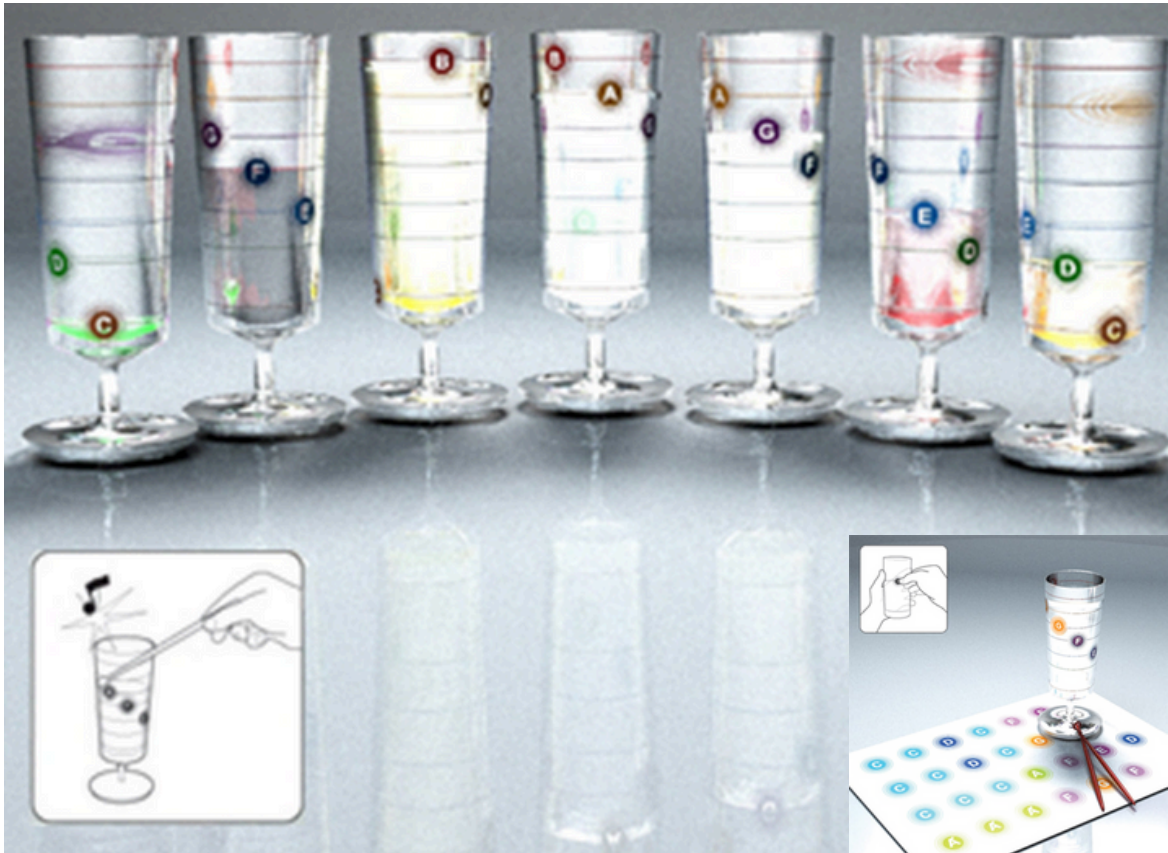
Cap_Tile is a design piece inspired by the classic French "Capitoné" upholstery technique, widely used in high-end furniture. The design was developed using vacuum forming technology with polypropylene (PP) plastic, incorporating Swarovski crystal inlays to enhance its luxurious aesthetic. This combination of materials and techniques bridges the gap between traditional craftsmanship and modern industrial processes, creating an innovative product with strong visual and tactile appeal. Learn more at www.designboom.com/project/cap-tile/.

Results & Impact

- Cap_Tile was selected among the 99 shortlisted entries in the TILES WITH CRYSTAL - Special Swarovski Design Award, an international competition organized by Design Boom. The event featured designers from around the world, with 10 honorable mentions and one winning entry. The finalist designs were showcased at the '100% Tiles' exhibition during the 100% Design Show in London, September 2004.
- This project successfully reinterpreted a renowned upholstery technique in a contemporary format.

Musician's Goblet

Italy | 2006



Context

The Musician's Goblet was developed for the "House Party" competition, co-organized by Design Boom and DA Design Association NPO. By using liquid levels in a goblet, participants could create melodies as they drink. Each goblet was marked with musical notes (C, D, E, F, G, A, B) corresponding to different musical pitches, allowing friends to "play" music with their drinks. Alongside the goblet, the set includes drumsticks and a table set featuring the iconic song "Happy Birthday to You," plus decals that allow guests to customize their own drinking glasses to play favorite songs.

Results & Impact

- Shortlisted among 106 projects selected from 3070 designers across 89 countries, with a jury consisting of top designers and industry leaders like Marc Atlan, Barnaba Fornasetti, El Ultimo Grito, Alexander Taylor, Kenji Kawasaki, and Birgit Lohmann.
- This project helped establish the concept of interactive design in everyday objects, bringing music and social interaction to the forefront of design thinking.

CLING iPhone Case

United States | 2013



Context

CLING is an iPhone 5 case designed for Quirky, a social product development company known for bringing new products from concept to market rapidly through community collaboration. The case was designed to be more than just protective; it integrates a detachable clip for managing and storing earbuds. This clip can be nested within the case for easy cord organization or attached to clothing or bags to keep earbuds secure while in use. When detached, the resulting slot in the case can hold small items like notes, cards, or cash. The design was inspired by observing how smartphone users often store their earbuds haphazardly, leading to tangled cords. Materials used were polypropylene and a metal clip.

Results & Impact

- CLING successfully navigated several stages of Quirky's collaborative development process, contributing to the company's product portfolio and offering a new design solution within the mobile accessory market.
- The product was selected by Quirky for further development within their social product development framework.

DOLCE Ice Cream Scoop

United States | 2013

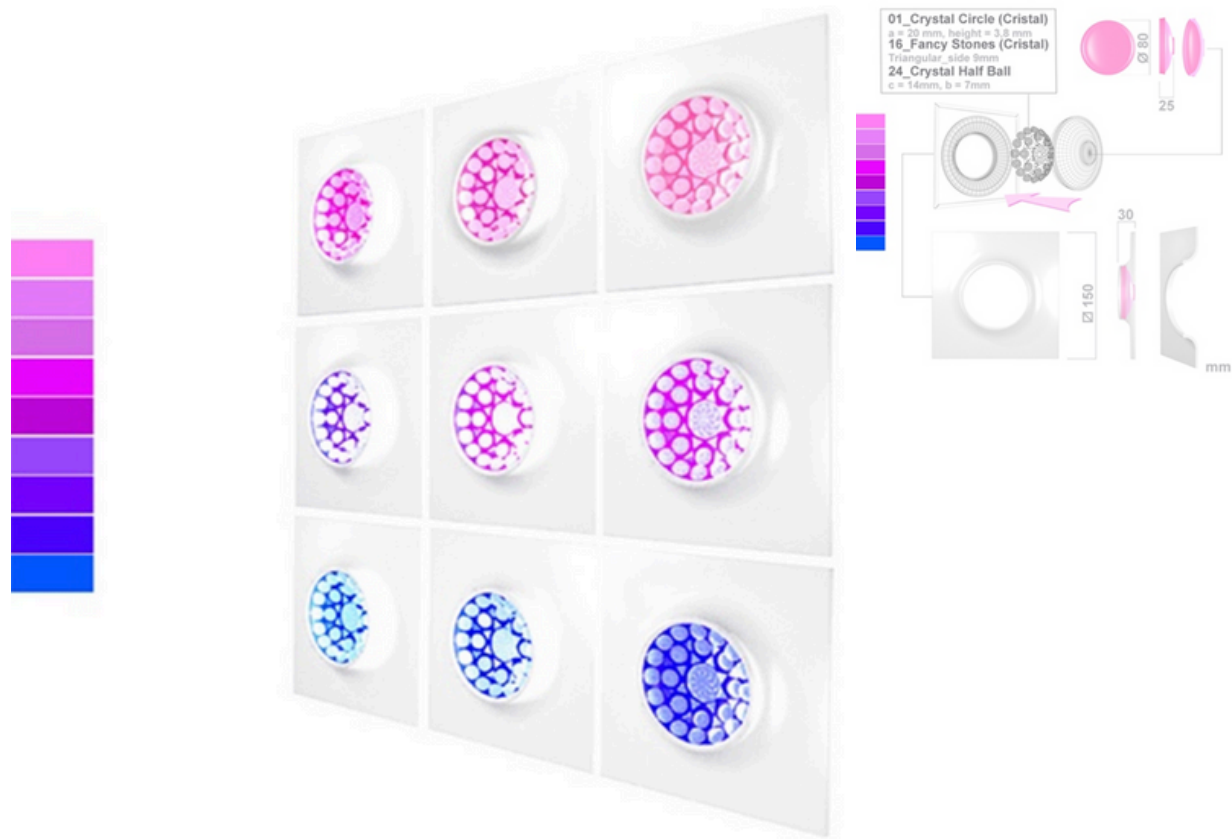


Context

Designed for Quirky, DOLCE addresses the common frustration of scooping rock-hard ice cream. Inspired by the mechanics of a cheese slicer, this scoop features an integrated scraper to cut through the hardened top layer of ice cream, curling it into a traditional scoop. Once past the hard layer, DOLCE functions as a regular ice cream scoop. The goal was to create a scoop that easily removes the top layer for easier serving. The materials used were molded metal and aluminum. Ergonomics and aesthetics were prioritized. The ideation process involved brainstorming, sketching, and community feedback via Quirky's platform, leading to a chosen concept that was then developed into a virtual prototype.

Results & Impact

- DOLCE successfully completed several stages of Quirky's collaborative development process, contributing to their product portfolio and offering a new design solution for ice cream scooping.
- The product was selected by Quirky for further development.



Context

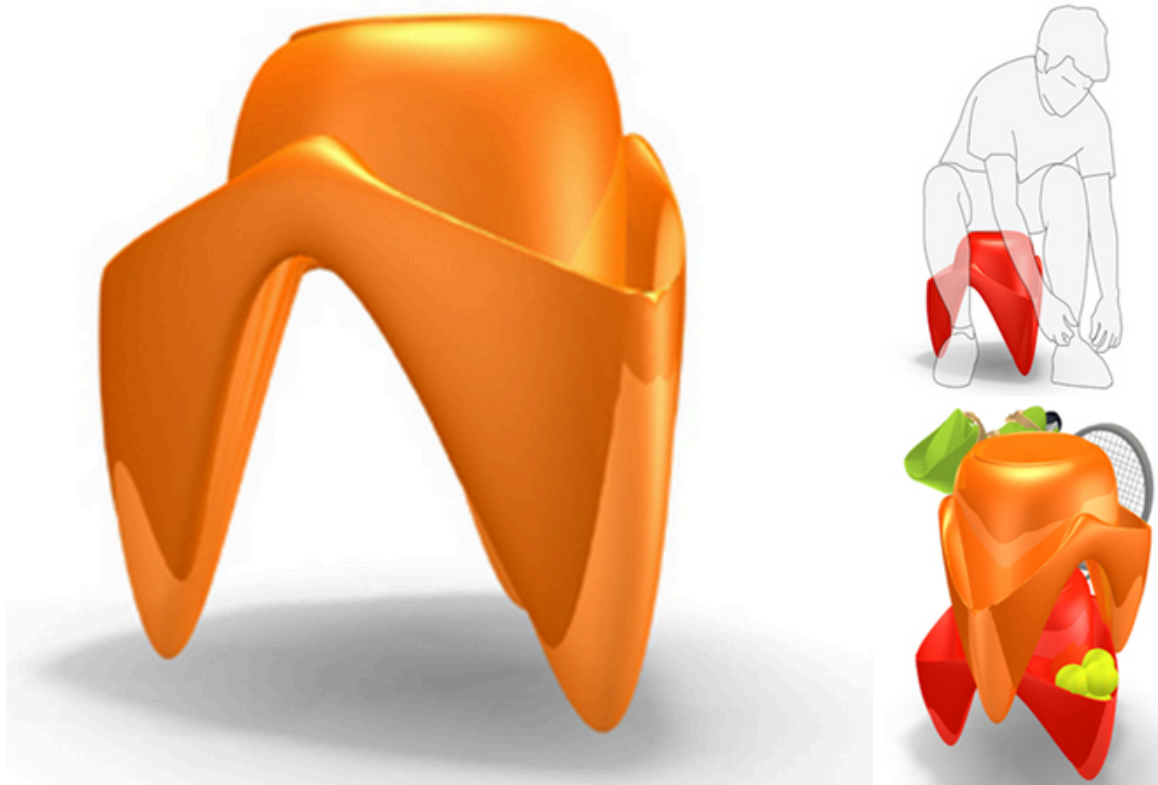
Nature 235 is a design piece inspired by the natural crystalline formations of quartz. Composed of two interlocking parts, it creates a seamless and elegant form that is both clean and vibrant. The design allows for manufacturing in ceramic or thermoplastic materials using vacuum forming, making it a versatile and accessible solution. The embedded Swarovski crystals add refinement, reinforcing the connection between nature and luxury. The project highlights the beauty of Brazilian geodes, known for their striking colors and intricate formations. Learn more at www.designboom.com/project/nature-235/.

Results & Impact

- Nature 235 was selected among the 99 shortlisted entries in the TILES WITH CRYSTAL - Special Swarovski Design Award, an international competition organized by Design Boom. The competition featured participants from around the world, with 10 honorable mentions and one winning entry. The chosen designs were exhibited at Design Boom's '100% Tiles' exhibition during the 100% Design Show in London, September 2004.
- This project stood out for its ability to translate natural geological elements into contemporary design.

Bag Stool

Italy | 2005



Context

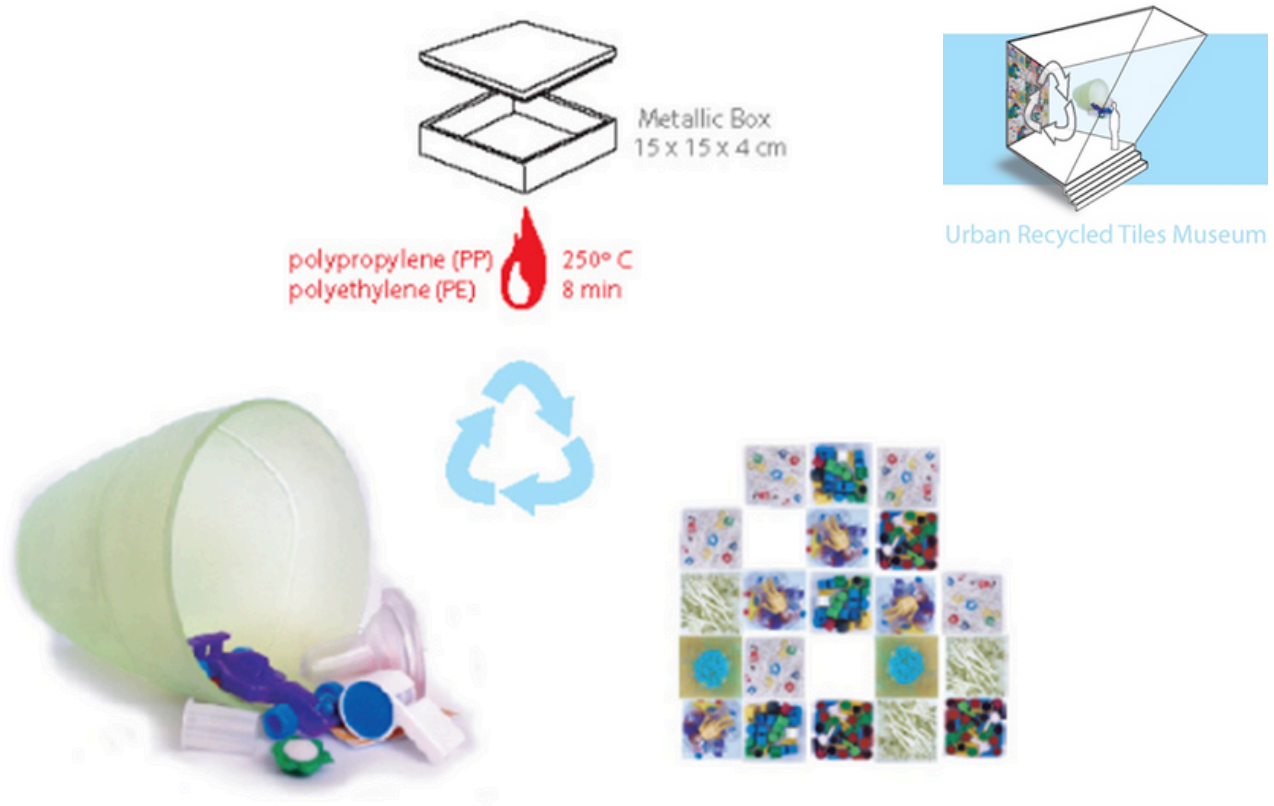
Bag Stool is a multifunctional piece designed to help teenagers keep their spaces organized while also serving as a stylish and practical seating solution. Created for the Design Boom / Cow by NSR Design Award 2005 competition, it was crafted from thermoplastic material using the injection molding process, ensuring durability and versatility. More than just a storage solution, Bag Stool offers a dynamic approach to organization—allowing teens to use it as a seat, a conversation spot, or even as a support for sports equipment and other personal items. Its sleek yet functional design blends aesthetics with practicality, making it a valuable addition to any room. Learn more at www.designboom.com/project/bag-stool/.

Results & Impact

- The product was shortlisted among 1,071 finalists out of 3,551 participants in the competition. The jury featured esteemed designers, including Marcel Wanders, Sean Dix, Shinobu Ito, Birgit Lohmann, and Nir Piz-Mony.
- Bag Stool redefined youth furniture by transforming organization into an engaging and adaptable experience, proving that storage solutions can be both functional and visually appealing.

Plastic Objects

Italy | 2004

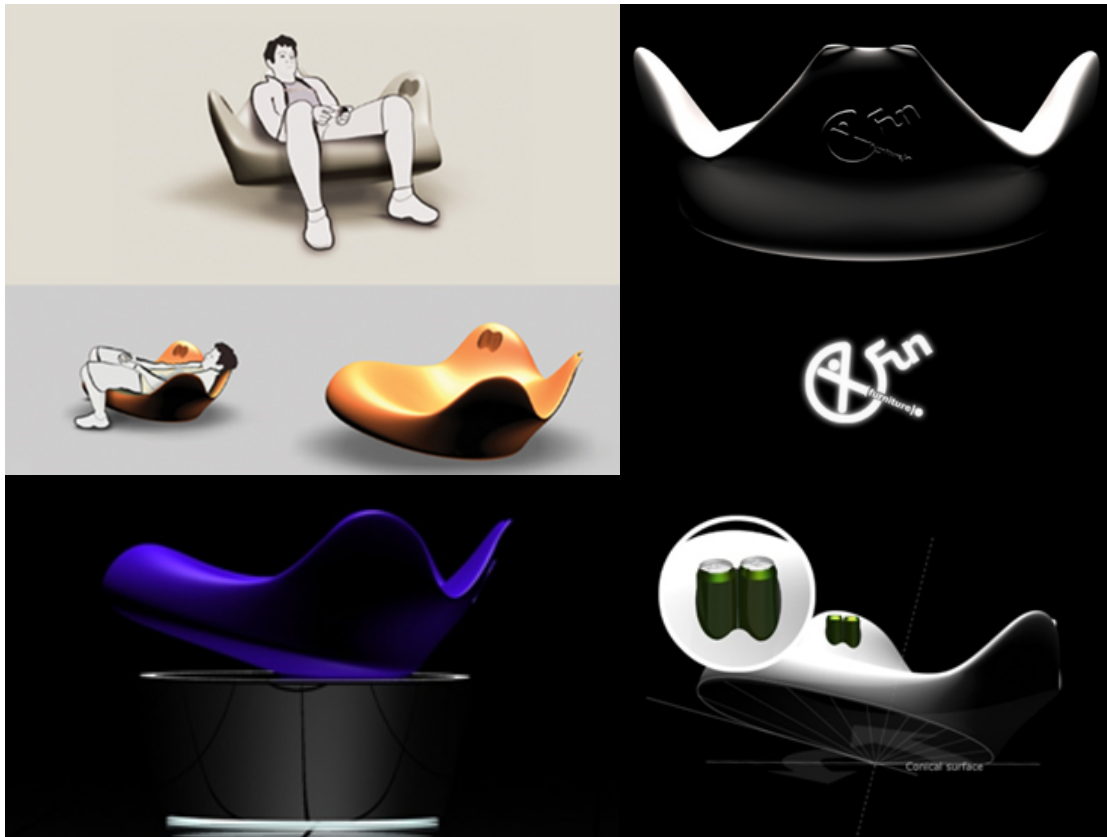


Context

Plastic Objects is a sustainable design concept that explores the reuse of discarded plastic materials through a simple heat treatment process. This method allows polypropylene (PP) and polyethylene (PE) waste to be fused and reshaped into decorative tiles that can be applied using liquid adhesive. The project emphasizes eco-conscious innovation, transforming everyday waste into aesthetic and functional surfaces. Learn more at www.designboom.com/project/plastic-objects/

Results & Impact

- Plastic Objects was selected among the 117 shortlisted entries from 1,500 participants across 79 countries, with 578 prototype submissions in the TILES – “It is All About Decoration and Contemplation” international design competition. The jury featured renowned designers, including Fernando and Humberto Campana (Brazil), Barnaba Fornasetti (Italy), Kazuhiro Yamanaka (UK), Ian Rudge (UK), and Birgit Lohmann (Editor-in-Chief, Designboom.com).
- This project stood out for its strong environmental message, promoting plastic recycling as a viable and creative solution for contemporary design challenges.

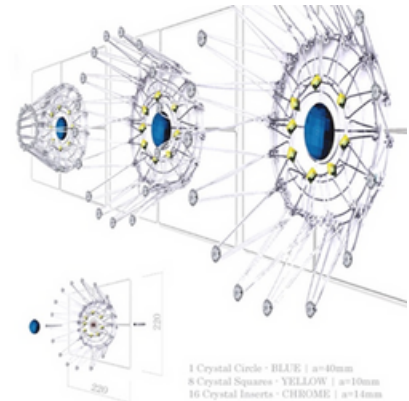
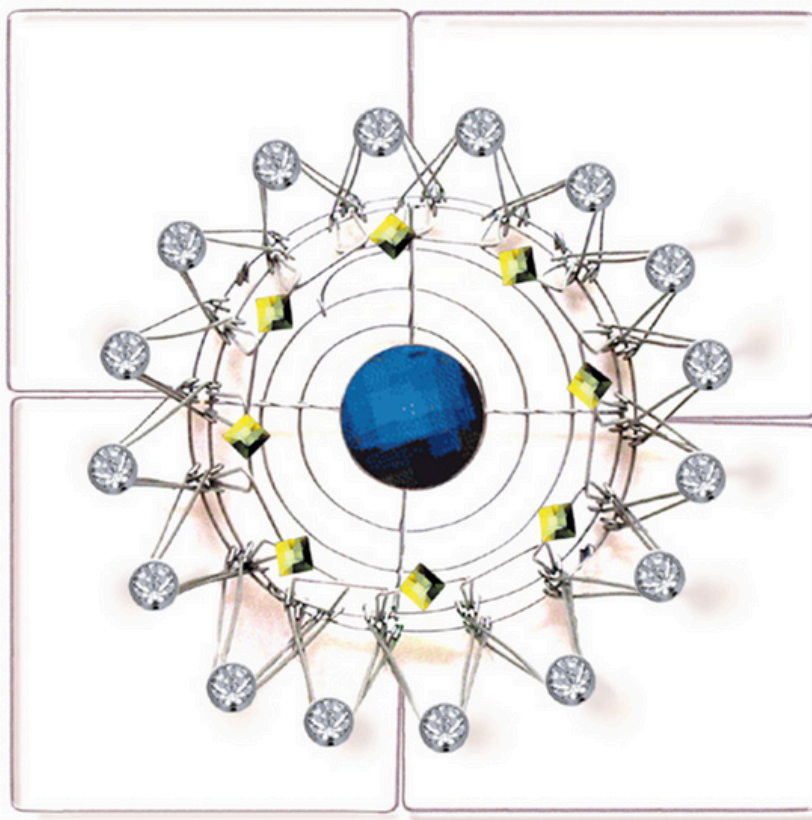


Context

XFun Furniture is a multifunctional seating solution designed to elevate the gaming experience for teenagers while also serving as a comfortable space for reading or relaxation. Created for the Design Boom / Cow by NSR Design Award 2005 competition, it was crafted from rotomolded polyethylene, ensuring both durability and ergonomic support. The design prioritizes flexibility and freedom of movement, making extended gaming sessions more comfortable. With its youthful and dynamic aesthetic, XFun Furniture seamlessly blends simplicity with practicality. Learn more at www.designboom.com/project/xfun-furniture/.

Results & Impact

- The product was shortlisted among 1,071 finalists out of 3,551 participants in the competition. The jury included renowned designers such as Marcel Wanders, Sean Dix, Shinobu Ito, Birgit Lohmann, and Nir Piz-Mony.
- XFun Furniture introduced a new way of looking at youth furniture, not just as a functional object, but as a tool for enhancing everyday activities and personal experiences.



Context

Wire is a handcrafted design piece inspired by the interplay between royalty and society. Created for the TILES WITH CRYSTAL - Special Swarovski Design Award competition, it was meticulously crafted by braiding metallic wires adorned with Swarovski crystals. When opened, it symbolizes a crown, representing royalty. When closed, it reflects unity, embodying the collective nature of society. The design seamlessly merges Brazilian artisanal traditions with the elegance of Swarovski crystals, resulting in a visually striking and culturally rich creation. Learn more at www.designboom.com/project/wire/.

Results & Impact

- Wire was among the 99 shortlisted entries in the international design competition organized by Design Boom. The competition attracted participants from around the world, with 10 honorable mentions and one winning entry. Selected works were showcased at Design Boom's '100% Tiles' exhibition during the 100% Design Show in London, September 2004.
- Wire stood out for its unique concept and craftsmanship, successfully blending traditional Brazilian influences with high-end materials, reinforcing the global relevance of Brazilian design.



Context

Blub Radio was created for the Chinese company “December Moon” with the aim of designing a contemporary radio featuring a bold, eye-catching design. The project’s objective was to produce an internationally competitive product that appeals to a young audience and is ready for large-scale production. By utilizing injected plastic and electronic components, Blub Radio stands as a cutting-edge technological product with a striking visual impact, effectively connecting the brand with a youthful demographic. The key element of the design is a bold colored ring that serves as both the product’s visual identity and its functional handle for turning the radio on and off.

Results & Impact

- The design created a strong visual impact while aligning with the company’s brief to deliver a consistent, innovative product that stands out from competitors.
- The project received positive feedback from the company, affirming the design’s potential in meeting their international expansion goals.

National Collaborative Projects



Telemig Celular Stand

 Brazil | 2001



Context

At the dawn of mobile technology, the telecommunication company Telemig Celular sought to position itself as a leader in innovation. The challenge was to create a high-impact exhibition stand at the Inforuso Fair that would capture the energy of transformation in telecommunications. Collaborating with ZOR Design under the creative direction of Aloizio Meireles, I conceptualized and executed a space that reflected the brand's forward-thinking identity.. The structure seamlessly integrated metal, plaster, MDF, digital displays, and sound accessories, creating an immersive experience for visitors.

Results & Impact

- The stand became a reference for innovative design at the fair.
- Reinforced Telemig Celular's identity as a technology pioneer.
- Contributed to the brand's growth, leading to its eventual acquisition by VIVO, a major Brazilian telecommunications company

Tucano Pitcher & King & Queen Glass

 Brazil | 2005



Context

The Tucano Pitcher and King & Queen Glass were developed under SEBRAE's "Estanho Novo" project to boost tin manufacturing in São João Del Rey, Brazil. Through the "Oficinas de Design" program, three senior and ten junior designers created contemporary pieces for local producers. Inspired by a toucan's beak, the Tucano Pitcher features a long, elegant spout. The King & Queen Glass is a reversible liqueur glass, with one side for the king and the other for the queen, symbolizing royalty and refinement. Both were crafted from 100% tin, highlighting the material's elegance and adaptability.

Results & Impact

- The project resulted in two distinct, high-value pieces, adding artistic and functional depth to the tinware industry. These designs were included in a special product catalog, distributed to key retailers in Brazil and abroad, fostering new commercial opportunities.
- Beyond introducing aesthetic and market differentiation, the project helped local manufacturers enhance their product development capabilities, strengthening the São João Del Rey tin industry's long-term growth and innovation potential.

Modecor Chair

 Brazil | 2004



Context

The Modecor Chair was developed as part of the "Ubá Móveis de Minas" project, an initiative led by SEBRAE (Brazilian Service of Support for Micro and Small Enterprises) to foster innovation and competitiveness within the furniture production cluster in Ubá, a key manufacturing hub in Minas Gerais, Brazil. Through the "Oficinas de Design" program, a team of one senior designer and eight junior designers collaborated to create furniture pieces tailored to the region's production capabilities. The Modecor Chair was designed as a versatile seating solution, utilizing a combination of wood and upholstery to achieve a balance of durability and comfort.

Results & Impact

- Modecor Chair expanded the company's product portfolio, introducing a new, higher-margin market segment beyond its traditional focus on affordable furniture for retailers like Casas Bahia. The design's modular aesthetic and customizable finishes allowed for broader commercial appeal, reaching domestic and international buyers through a dedicated product catalog.
- The project not only provided Modecor with a marketable and innovative product but also enhanced its design and development capabilities, reinforcing SEBRAE's mission to promote sustainable economic growth in the Ubá furniture industry.



Context

"My Envelope" was created for Estudio Breder, the designer's own company, with the goal of producing a world-class product for international markets. Targeting a young audience, the product features a contemporary icon. Made from yellow cardboard with offset printing and a special cutting die, its bold and innovative design makes a striking visual statement. The modern aesthetic not only enhances its functionality but also gives it a strong symbolic presence.

Results & Impact

- The project was highly praised by Estudio Breder, earning recognition in ARC Design magazine and receiving widespread acclaim throughout Brazil.
- "My Envelope" successfully connected the Estudio Breder brand to a young, dynamic audience, establishing it as a key player in the design industry with a youthful, international appeal.



Context

The industrial screen printing company Seriana sought a product that would showcase its production capabilities, highlighting complex forms, the use of semi-transparent plastic, and specialized color applications. The project was commissioned to demonstrate the company's decades of accumulated expertise and production potential to its clients. The Seriana packaging design was inspired by the company's briefing, which emphasized the need for a product that represented its production nuances and know-how, while also serving as a year-end gift. The primary material used was opaque polypropylene sheeting, with specialized cutting and color treatments.

Results & Impact

- The resulting product served as an important showcase for Seriana, demonstrating its production capabilities to clients. The company maintained close contact with its customers, highlighting its capacity for innovation through this designed product.



Context

The Bazar Design is an online marketplace concept, to serve designers across Brazil. This project arose during a period of rapid online expansion in the product design field, with diverse design styles, usage patterns, and the rise of e-commerce. The design process included researching competitors and similar platforms, developing a brand identity and logo, designing the website's aesthetics and functionality, and implementing payment capabilities (outsourced to a third-party provider).

Results & Impact

- Bazar Design gained local recognition by proposing the first dedicated online marketplace for Brazilian product designers to commercialize their work nationally and potentially internationally. The project provided a platform for designers to showcase and sell their products.
- The experience with Bazar Design was also documented in a scientific article, "Entrepreneurship Applied to Design: A Methodological Essay in Favor of a Proactive Design(er)," presented at a conference at the Universidad de Palermo in Argentina.

Academic and Research Projects





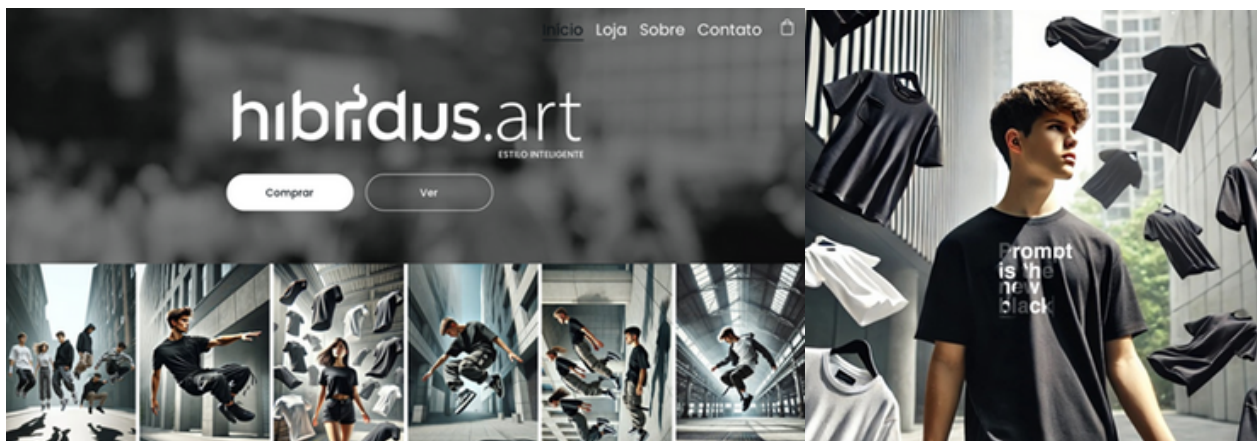
Context

Developed as part of my Master's research in Materials Engineering, the POLI Chair was an applied design experiment exploring the integration of polymeric materials into the Brazilian furniture industry. My research, "The Plastic Furniture Industry: From Polymeric Materials to Design", investigated the interaction between thermoplastic resins and furniture design, bridging the gap between material science and product development.

Results & Impact

- Demonstrated the practical application of polymeric materials in Brazilian furniture design.
- Supported the success of my Master's dissertation, contributing to further industry research.
- Served as a reference for furniture companies, inspiring new applications of advanced materials.

hibridus



Context

Hibridus.art is a streetwear brand concept focused on the growing artificial intelligence (AI) enthusiast community. Developed as a teaching tool for my "Design and Market - Entrepreneurship" course at the Design School of Universidade do Estado de Minas Gerais (UEMG), the project demonstrates the concept of a Minimum Viable Product (MVP) and lean, agile development methodologies. Students were introduced to entrepreneurship concepts and how to implement ideas with a focus on internationalization. The project explored market opportunities within the AI ecosystem through brainstorming sessions, leading to the selection of the streetwear sector. T-shirt prototypes were created to validate the concept, and an e-commerce website was developed for product sales.

Results & Impact

- Currently in the MVP validation phase, Hibridus.art has already achieved significant academic success by providing UEMG students with a real-time, practical example of entrepreneurial principles applied to a design-driven business. The project highlights the potential for business growth in the AI enthusiast market through creative and aesthetically pleasing designs.



Context

Dignus is a social design project initiated by the Integrated Center for Social Design (CIDS) at the Design School of Universidade do Estado de Minas Gerais (UEMG) in collaboration with the Brazilian Federal Revenue Service and APAC (Association for the Protection and Assistance of Convicts). The project aims to repurpose confiscated jeans seized by customs officials, offering a sustainable alternative to incineration while providing meaningful work opportunities for inmates within the APAC system. Dignus, meaning "worthy" in Latin, reflects the project's focus on restoring dignity through labor. Confiscated jeans are de-branded to remove original labels and branding, then transformed into a line of women's handbags by the APAC inmates, who receive training in sewing and design. The Dignus logo and graphic elements are added using silk-screening techniques.

Results & Impact

- The Dignus project has garnered significant attention within the Federal Revenue Service, showcased at internal exhibitions and featured in their promotion of innovative solutions for repurposing confiscated goods.



Context

Olá is a social design project initiated by the Integrated Center for Social Design (CIDS) at the Design School of Universidade do Estado de Minas Gerais (UEMG) in collaboration with the Brazilian Federal Revenue Service and APAC (Association for the Protection and Assistance of Convicts). This project focuses on repurposing confiscated baby clothes, providing a sustainable alternative to incineration while creating work opportunities for inmates within the APAC system. Olá, meaning "hello" in Portuguese, represents a fresh start for these repurposed garments.

Results & Impact

- The Olá project has generated significant interest within the Federal Revenue Service and has been showcased at internal exhibitions and featured in their promotion of innovative approaches to repurposing confiscated goods. This project highlights the potential of design to create social value and contribute to sustainable practices.



Context

Mini Milk is a milkshake brand concept developed as a teaching tool for my graphic design students at the Design School of Universidade do Estado de Minas Gerais (UEMG). The project aimed to provide students with a practical example of design methodology applied to a real-world scenario. The design process began with market research, exploring related sectors and potential opportunities. Brainstorming sessions generated ideas for relevant sectors, followed by the selection of a name that resonated with a contemporary and universal audience. The subsequent stages focused on defining the brand identity, logo design, application across product packaging, and website development. Explore the brand at <https://minimilk.com.br>

Results & Impact

- The Mini Milk project achieved significant academic results by demonstrating the practical application of design methodology to graphic design students at UEMG. The project highlighted the possibility of innovation even within a saturated market. Trademark registration with INPI (the Brazilian patent and trademark office, similar to the USPTO), is currently under consideration.

Self-Initiated/ Personal Projects





Context

Drawing on two decades of teaching experience and insights into the impact of technology on education, I wrote *Geração IA* (AI Generation), a book exploring the challenges and future prospects of the Brazilian educational model in the age of artificial intelligence. In addition to authoring the book, I also took on the role of designer, creating both the layout and cover design. The design of *Geração IA* was meticulously crafted to visually communicate its central theme, starting from the cover.

Results & Impact

- "Geração IA" is available for purchase in local bookstores, through the project website (geracaoia.com), and on Amazon.
- The book's innovative design contributes to its market visibility and sales, differentiating it from similar works and making it stand out to potential readers.



Context

In 2013, I launched MBreder Art.Lab, an artistic signature representing my creative endeavors in the fine arts. This initiative aimed to consolidate my artistic identity and expand my creative portfolio beyond product design. MBreder Art.Lab serves as a platform for my artistic explorations. The works produced under my signature encompass various techniques and materials, including paper, fabric, and aluminum composite. The overarching goal is to explore new avenues of artistic expression and engage with the art world.

Results & Impact

- Under the MBreder Art.Lab signature, I held public exhibitions, showcasing my artistic creations and further establishing my presence in the art community.



Context

In 2018, I co-founded NOA Coworking, a shared workspace situated in a prime neighborhood of Belo Horizonte, Brazil. The project seamlessly blended business strategy with thoughtful design principles. I led the development of the business strategy, branding, naming, identity design, and interior design for the space. The design concept combined local influences with contemporary décor, focusing on both aesthetic appeal and functionality to create a harmonious and inspiring work environment. Visit the website to learn more: <https://noa.com.br>

Results & Impact

- Since its launch in 2018, NOA Coworking has become one of the most recognized coworking spaces in Belo Horizonte, competing with national and international players in the market. The project has demonstrated the impact of strategic design thinking in creating a successful and relevant business within the growing coworking sector.



The graphic is divided into two main sections. The top section has a bright green background. On the left, it features the 'BOOK CHAT' logo (a speech bubble with the text inside) and the headline 'Now Books talk!'. Below this, it says 'With exclusive **Artificial Intelligence** chat, you can interact with your favorite book.' and includes a pink 'Sign up' button. On the right, there are two smartphones. The left phone shows a woman's face with speech bubbles, and the right phone shows a text-heavy page with the 'BOOK CHAT' logo. A pink circular sticker on the phones says 'Agora os Livros Conversam! Acesse bookchat.com.br'. The bottom section has a dark purple background with the heading 'How to use:'. It contains three numbered steps: 1) 'Register for free on Book Chat' with a pink 'Sign up' button; 2) 'Receive the Access Link' with a note about checking the SPAM box; and 3) 'Access the Book Chat Area!' with a note about being redirected to the 'Powered by Chat GPT' area.

BOOK CHAT

Now Books talk!

With exclusive **Artificial Intelligence** chat, you can interact with your favorite book.

[Sign up](#)

How to use:

- 1) Register for free on Book Chat**
[Sign up](#)
- 2) Receive the Access Link**
Keep an eye on your email (check your SPAM box). *If you are not registered on ChatGPT, you will be asked to register there as well.
- 3) Access the Book Chat Area!**
You will be redirected to the exclusive Book Chat area *Powered by Chat GPT*. Ask and request whatever you want! Enhance your classes with Artificial Intelligence.

Context

In an era of declining readership and increasing digital distractions, Book Chat emerges as an innovative solution to connect readers with books through artificial intelligence. Book Chat leverages the power of generative AI to create a dynamic and interactive reading experience. By using NFC (Near Field Communication) technology, readers can engage directly with a book's content, asking questions, seeking clarifications, and receiving real-time information about passages, concepts, and chapters. Utilizing Design Thinking methodology, the project progressed through the stages of immersion, synthesis, ideation, and solution development.

Results & Impact

- Book Chat introduced a new dimension to reading, fostering a connection between the physical world of books and the digital realm of AI. The name "Book Chat" is currently undergoing trademark registration with INPI (National Institute of Industrial Property). The project's website, www.bookchat.com.br, provides further information.

Final Conclusion

My portfolio is a testament to my passion for innovative design, sustainability, and a deep understanding of the ever-evolving needs of the market. Each project I have undertaken reflects my drive to push boundaries—creating products that don't just meet the expectations of modern consumers but inspire, challenge, and redefine what's possible in terms of functionality, beauty, and environmental consciousness. As I embark on the creation of TREEDOM, I am committed to channeling my expertise into new horizons and shaping a hub that connects emerging talent and fresh ideas with businesses eager to explore new possibilities, sparking and fueling economic growth.

With TREEDOM's B2B model, I am determined to offer uniquely tailored solutions for businesses in the home furnishings and house décor sectors. From ideation to prototyping, to final product development, my experience in every step of the design process has empowered me to lead with confidence and creativity. I am deeply committed to TREEDOM's success, knowing that our work will be innovative and shape a future where sustainability and affordability go hand in hand, creating a lasting impact on the world.

This is more than just a business venture; it is a mission to create a lasting legacy that will redefine design for generations to come.

Thank you for your time!

Marcelo Breda

