



## BEATRIZ CUNHA

Graphic Designer

I have experience both as a freelancer and in corporate environments, developing visual identities, social media content, and communication materials for different clients.

My experience as a tattoo artist has strengthened my attention to detail and my relationship with clients — two aspects I consider essential in any creative design process.

I enjoy learning new tools and techniques, and I adapt easily to different workflows and team dynamics.

## ABOUT



📍 Porto, Portugal

谫 Birth: 31.01.1997

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🚗 Drivers License - B

## LANGUAGES

Portuguese - Mother Language

English - B2 FCE

Spanish - B2 Certificate UCM

## HARD SKILLS

Adobe Creative Suite

Figma

Meta Business

Microsoft Office

## INTERESTS



## PROFESSIONAL EXPERIENCE

### 2016 - present date

#### Freelancer

Graphic Designer, Photographer and Illustrator

Development of branding projects, including website design.

Creation of technical product catalogues.

Production of photographic sessions for brands, with a focus on visual identity.

Custom digital illustrations and collaborations with charity institutions.

### 2021 - 2023

#### MYOS

Graphic Designer and Social Media Manager

Planning, management, and development of visual merchandising for store openings.

8% growth on social media (followers and engagement).

Packaging redesign, optimizing product image (print-ready artwork and online assets).

### 2021 - 2025

#### CELAR, Alumínios Cesar

Graphic Designer and Social Media Manager

Implementation and definition of influencer marketing strategies, and management of monthly content plans for social media.

Redesign of the corporate website, improving user experience and digital identity.

265.7% increase in social media followers, strengthening the brand's online presence.

### 2024 - present date

#### FatCat Porto

Tattoo Artist

## ACADEMIC BACKGROUND

### 2016 - 2020

#### Faculdade de Belas Artes da Universidade do Porto

Bachelor's Degree in Communication Design Final score - 16/20

Erasmus+ at Universidad Complutense de Madrid

### 2020 - 2022

#### Universidade Católica do Porto, UCP

Postgraduate Degree in Creative Industries Management. Final Score - 15/20

## INTERNSHIPS

### march 2020 - may 2020

#### JPN JornalismoPortoNet

Graphic Designer and Illustrator

### january 2021 - october 2021

#### CELAR, Alumínios Cesár, S.A.

Graphic Designer

## FURTHER EDUCATION

### 2018

#### IPF Instituto Português de Fotografia

Curso "Introdução à Fotografia" e correspondente certificado de participação

### 2019

#### Universidad Complutense de Madrid

Spanish Course Level B2.3 with corresponding certificate

### 2023

#### Lisbon School of Design

UX/UI Design Course. Final score: 17/20

### 2025 - on going

#### IEFP

Customer Relationship Management