ROBERTA SANTANA COSTA

GRAPHIC & UI/UX DESIGNER

Contact

berta.costa@gmail.com
PT +351 967665417

ABOUT ME

I'm a 38 years old designer from Portugal currently based in Lisbon. I started working with graphic design but soon I got interested in digital content and social media marketing. So, with a master degree in Multimedia Aplications, besides graphic design I also work in the digital area, creating digital content and promoting them on social media.

WORK EXPERIENCE

TWIN PIXEL
Partner, Set 2016 - Now

Twin Pixel is a digital agency focused on the creation of digital content for social media ads. We make the creativity, publish and measure the digital content of our clients on their social media pages.
We also do graphic design work (branding, brochures, flyers, banners...)

BLACKWELL
Communication Designer, Jan 2013 - Jan 2016

Blackwell is a design nucleous that focuse on developing graphic design projects like logos, brochures, posters, banners... We also create graphic images for events and participate in the organisation of the same.

STUDIOS MB
Graphic Designer, Jun 2010 - Jun 2011

Studios MB is a record studio in São Paulo, Brazil, where I worked doing all the graphic design work such as posters, CD cover, musicians websites, MySpace and Facebook management.

HOKEN
Graphic Designer, Oct 2006 - Jun 2010

Hoken is a water treatment company where I worked in the marketing department developing all the graphic projects such as brochures, catalogues, packaging... I also developed some skills in events organisation.

EDUCATION

UOC - UNIVERSITAT OBERTA DE CALALUNYA
Barcelona, Spain, 2012-2014
Master Universitario en Aplicaciones Multimedia

INSTITUTO POLITÉCNICO DO PORTO
Porto, Portugal, 2001-2005
Licenciature in Graphic Design and Advertising

DESIGN SKILLS

Adobe Photoshop	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○
Adobe Illustrator	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○
Adobe InDesign	◉ ◉ ◉ ◉ ◉ ◉ ○ ○ ○ ○
UI prototyping software	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○
Project Management	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○

PERSONAL SKILLS

Social Commitment	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○
Organization	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○
Creativity	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○
Communication	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○
Teamwork	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○

LANGUAGES

Portuguese	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉
English	◉ ◉ ◉ ◉ ◉ ◉ ◉ ◉ ○ ○
Spanish	◉ ◉ ◉ ◉ ◉ ◉ ○ ○ ○ ○

OTHERS KNOWLEDGES

#INTERACTIVE INTERFACE DESIGN
Development of interaction user interface and user experience design.

#WEB AND MULTIMEDIA PROJECTS MANAGEMENT
Methods and tools required for the management of a project in IT area, including every cicle of the project management as well as the knoledgement areas. I also adquired new forms to develop, manage, and plan multimedia and web projects applying the AGIL management.

WEB PROMOTION AND POSITIONING
I adquired skills in social and digital media, SEO/SEM, Social community management, online marketing strategies and web analytics , learning how to design key performance indicators (KPI) for websites, based on predefined goals.

#WEB CONTENT MANAGEMENT
Studying diferents plataforms where the content can be distributed, I can sure make a better management of the content distribution through internet.

#MULTIMEDIA APLICATIONS MANAGEMENT
I learned several plataforms and mobile devices, as well as, different tecnologies to develop multimedia aplications.

HOBBIES AND ACTIVITIES

Hiking / Running   Reading

Cinema   Travelling