

Engaged in all things brand

INTRODUCTION & CONTACTS

Rúben Rodrigues

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1 WORK EXPERIENCE

★ RUBRO DESIGN CO. - FOUNDER & CREATIVE DIRECTOR (2020 → PRESENT)

Key Responsibilities:

- Designed marks and identities for business
- Illustrated for both worlds, print and digital
- Developed digital content including social media artwork
- Consulted and advised clients on the best approach to their branding and online presence

Clients: Tek Biomasse, Grupo Vitor Monteiro, Estúdio Ricardo Daniel, Hilário & Alves, Veryfair

GRUPO VITOR MONTEIRO (2019 → 2020)

Started as an intern and quickly became responsible for the design projects of all 3 brands of the company. During my time at Vitor Monteiro Group, I was involved in projects related to the 3 brands of the company, Chimney Systems, House Heating Solutions and Laser Cutting.

Key Responsibilities:

- Produced a range of print base media including corporate identities, stationery, books, brochures, flyers and packaging
- Developed digital content including websites, email campaigns, social media artwork and videos
- Designed, builded and delivered HTML email campaigns
- Provided information and support on all digital queries to colleagues and clients
- Prepared and retouched images for a variety of applications
- Designed corporate identities, stationery, literature and signage
- Reorganized

FREELANCE (2015 → 2018)

Throughout university & my professional career I have managed my own freelance design business. During a period spanning 3 years I have made some works around identities and illustrations

WODIFY X OUTSYSTEMS HACKATON (2017)

Participated in the Hackathon held by Wodify in partnership with OutSystems where for 24 hours, together with my team, developed a concept for an application for the crossfit area.

2 EDUCATION

BA in Design (2015 → 2018)
IADE - Universidade Europeia,
Lisbon PT

Visual Arts (2012 → 2015)
Escola Secundária Domingos
Sequeira, Leiria PT

3 ADDITIONAL COURSES

Logo Design: From Concept to Presentation by Sagi Haviv (2020)
Domestika

Circular Logo Design with Draplin: Combine Type & Icons in a Classic Shape (2020)
Skillshare

Customizing Type with Draplin: Creating Wordmarks That Work (2020)
Skillshare

Design Great Stuff: How to Make Merch with Draplin (2020)
Skillshare

Design Like Draplin: 21 Tips for Speeding Up Your Design Workflow (2020)
Skillshare

Illustration with Draplin: Iterating with Shape, Style, and Color (2020)
Skillshare

Logo Design with Draplin: Secrets of Shape, Type and Color (2020)
Skillshare

4 TOOLS & SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Sketch, Invision, Figma, HTML / CSS

Creativity, Graphic Design, Identity, Branding, Visual Design, Typography, Communication, UI / UX, Illustration

5 FEATURES & AWARDS

BitsTODAY Cover
bitstoday.medium.com/030-views-from-the-25-000th-block-76380ae66146

Abstract Logotypes - Instagram
[instagram.com/p/CNM_qh9r60M/](https://www.instagram.com/p/CNM_qh9r60M/)

100 Everyday
100everyday.org/submissions/new-america

Navigator Dreams 2017-
University's best entry

Wodify x OutSystems Hackathon
blog.wodify.com/post/wodify-x-outsyst-tems-hackathon

Design principles: Master compositional flow and rhythm
canva.com/learn/flow-and-rhythm/

6 LANGUAGES

- 🇵🇹 **Portuguese** - Native
- 🇬🇧 **English** - Conversational
- 🇫🇷 **French** - Basic (Learning)
- 🇪🇸 **Spanish** - Basic