



Flo

Floduardo de Almeida

Brand Designer

Management · Design · Research · Strategy
Born in 1990: Paris, FR / From: Porto, PT

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about

Hello,
I'm Flo, a versatile young professional with experience in design, research, strategy. I have worked on national and international brands across many industries.

My core competencies include creating visual designs and strategies, extensive research work, leading and managing teams, dealing with clients and stakeholders, follow latest trends, and using AI to create new forms of content.

Besides my core technical competencies, colleagues describe me as someone who brings positivity and fun to any environment.

I am also a global citizen (lived in 8 countries, two of them working remotely), and a lifelong learner, who is always driven to explore new challenges and opportunities.

In recent years, I've felt a strong connection to Switzerland — a place that feels like home, where I've experienced some of my best moments.

Languages

French	Native
English	Fluent
Portuguese	Native
Spanish	Intermediate

Education · 2011 TO 2016

FBAUP, MA PORTO, PT	Graphic Design & Editorial Projects*
LUCA GENT, ERASMUS GHENT, BE	Digital Design
ESAD, BA PORTO, PT	Communication Design*

*decided to suspend the last year/thesis

* At ESAD, I secured a real project for an ONGD's visual identity, winning against 150 fellow students in the final year of the bachelor's program.

work experience

SPEEDYORDERS - USA

Brand Designer / Manager

REMOTE · E-COMMERCE COMPANY · JAN 2021 TO JAN 2023

My responsibilities include developing products, creating visual designs and strategies, providing advice and leadership to team members and external freelancers and agencies, managing and developing e-commerce platforms, use of AI to create new forms of content, conducting extensive research, competition, emerging technologies, learning (new tools), and other areas necessary to support the business.

- **Responsible for design, strategy, and other operations.**
Involved in setting overall company strategy and direction, and working closely with other senior executives to achieve business goals.
- **Leading a team** that includes a personal virtual assistant, copywriter, designer, web developer, external freelancers and companies.
- **More lately, to work on the rebranding and new strategic initiatives.**
Additionally, I have hands-on experience with coding and developing Shopify stores, as well as other e-commerce platforms.

MEO DESIGN ET COMMUNICATION - SWITZERLAND

Head of Design Projects

ON-SITE · BRAND AGENCY · JUN 2019 TO FEB 2020

Brands: Nespresso, World Health Organization, Nestlé brands essentially, Jardin Des Monts, and others.

In this role, I worked closely with agency directors, particularly the Client Service Director/Manager Director, as well as with clients to ensure that we delivered exceptional results, with the goal of exceeding our clients' expectations.

- On one of the main Nespresso projects, I successfully delivered a **Global Exclusive Edition product** and collaborated extensively with the **Nespresso team and print house**, including phone and in-person communication. I also worked closely with them during the print phase to ensure the highest quality outcome at the print-house.

- For one of the projects that we did for the **World Health Organization**, I worked on 3 proposals, one of which won against six competing agencies.

- I created a **positive, supportive environment** and provided **guidance and assistance** to interns, seniors and directors when necessary.

My natural dedication to promoting a happy and collaborative workplace helped foster a positive and productive atmosphere for all team members, as envisioned by the directors.

*I initially joined for a 3-month contract as maternity cover and to contribute to the company's participation in the WHO contest, which we successfully won. Due that, and a successful global project for Nespresso, and then some projects mostly for Nestlé, my contract was prolonged; but regrettably, the agency was still facing some challenges, at the conclusion of my 3rd temporary contract, the conditions for further extension were not feasible.

Find more at: www.floduardoalmeida.com/stories

Esprit de corps. - A love story of my last experience.

about

Certifications

CAMBRIDGE SCHOOL	English (intens. lv5)
OGILVY CONSULTING UK	Applied Beh. Science Behavioural Economics
CANNES LIONS SCHOOL	Storytelling Copywriting
STEVYN COLGAN 42 COURSES	Problem Solving
UDEMY	Adobe XD - UI/UX
GOOGLE	Project Management*

Awards & Recognition

Most Recents:

Packaging Of The World: "Wege Siostry"
Poznan University of Arts: Anka Nahumko's editorial: interview "Responsible Graphic Design"
Łódź Design Festival - "Must Have 2019"
Award for: "Wege Siostry"
Creatives Malta: 50 Posters for Malta (Exhibition)
Graphis: Merit Award Winner
Baronmag: "40 Designers Portugais À Découvrir"
SendPoints CHINA: "Visual Harmony - Proportion In Graphic Design"
Orpheu C.C.: podcast interview - ep.2

Skills

Versatile	Global Perspective
Innovative	Detail-Oriented
Results-Driven	Communication
Leadership	Dedicated

Extra - Great to Know

Analytical thinker and dedicated to customer satisfaction. I have a passion for geopolitics and experience as a political party Vice President. I enjoy reading and playing padel in free time.

Car & Driving License

Yes

To find more:



www.floduardoalmeida.com

past work experience

LEGENDARY PEOPLE+IDEAS - PORTUGAL

Digital Creative

ON-SITE • DIGITAL AGENCY • NOV 2018 TO FEB 2019

Brands: KIA, Wolves, Breathe, essentially.

I've worked at a leading digital design agency, spearheading campaigns for globally recognized brands.

- I collaborated closely with the **head of social media (mostly)**, as well as the **entire department and copywriters**, to develop impactful content and strategies.

Although I gained valuable skills and knowledge in digital marketing, I decided to explore new opportunities and take on new challenges.

PODPUNKT) - POLAND

Graphic Designer

ON-SITE - CREATIVE DESIGN STUDIO - 2018

Brands: FRONTEX, Wege Siostry, and others.

I'm proud to have been the first foreign designer to work at this award-winning creative studio from Warsaw. During my short-term contract, I was responsible for:

- **Successfully delivered a large-scale international-corporate project**, alongside other diverse projects and responsibilities.
- **Supported in mentoring interns**, including a francophone Belgian intern.
- In addition, I **headed some pivotal design projects and maintained regular interface with clients**. The culmination of these efforts and my valuable contributions led to winning a project.

BRND WGN - MALTA

Creative

ON-SITE - BRANDING ADVERTISING AGENCY - FEB 2017 TO SEPT 2017

Brands: GO Telecommunications, Curmi & Partners, and others.

Brand designer in the most well known Maltese branding agency.

- Executed design projects for diverse clients.
- I worked collaboratively and effectively with cross-functional teams. This includes departments such as account management, copywriting, creative (also showing a care for the work of interns/juniors), digital media, and strategy.

UP STUDIO - PORTUGAL

Co-Founder/Manager

ON-SITE • GRAPHIC DESIGN STUDIO • JAN 2014 TO FEB 2017

Brands: city halls, Sony Music Portugal. Livraria Lello & Irmãos, the wine industry and more.

- **Managed all aspects of the business**, including graphic design, client acquisition, mentoring interns (including those from France), and overall account management.
- Received invitations to speak at national design events, universities, and workshops.

Despite closing in 2017, Up Studio gained recognition for creativity and a disruptive approach.