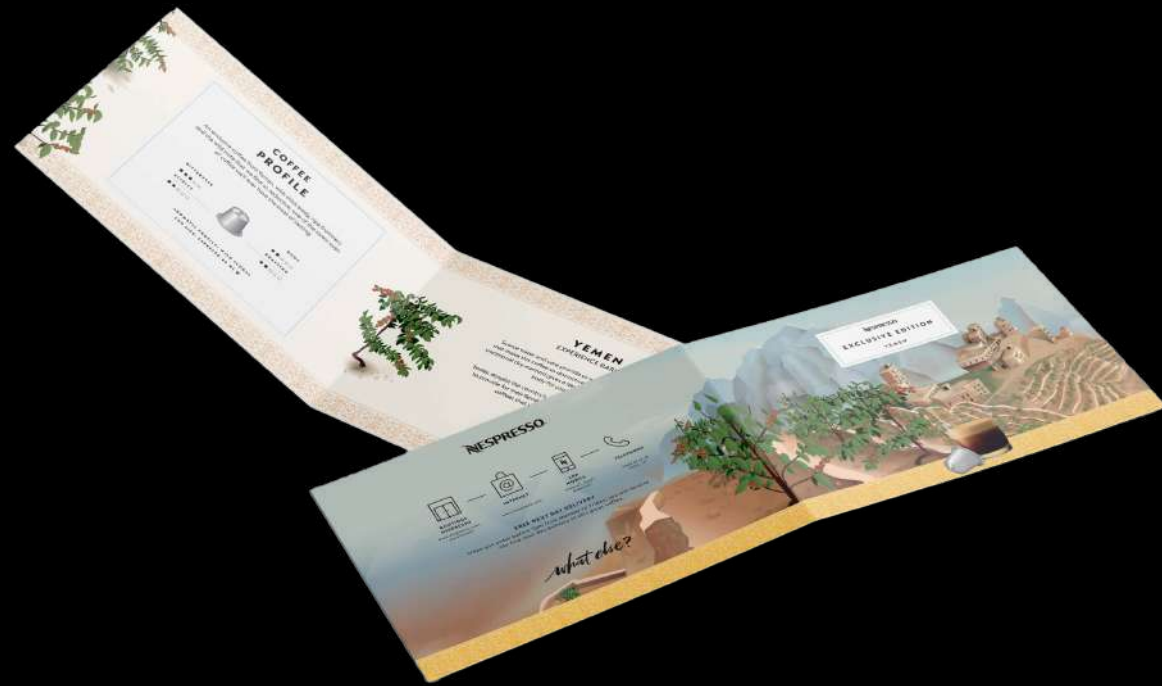


FLODUARDO DE ALMEIDA
BRAND DESIGNER

PORTFOLIO , JULY 2024
hand-picked collection
projects resume

branding, digital & print,
products & packaging,
marketing,
visual identities,
research & strategy,

compilation



Nespresso - Exclusive Edition

¶ Mission: Nespresso® tasked us with creating the first Exclusive Edition of 2020. The goal was to offer a rare and unique coffee from Yemen, priced higher than Nespresso's usual offerings. The challenge was to present Yemen creatively without evoking negative associations related to conflicts.

¶ Solution:

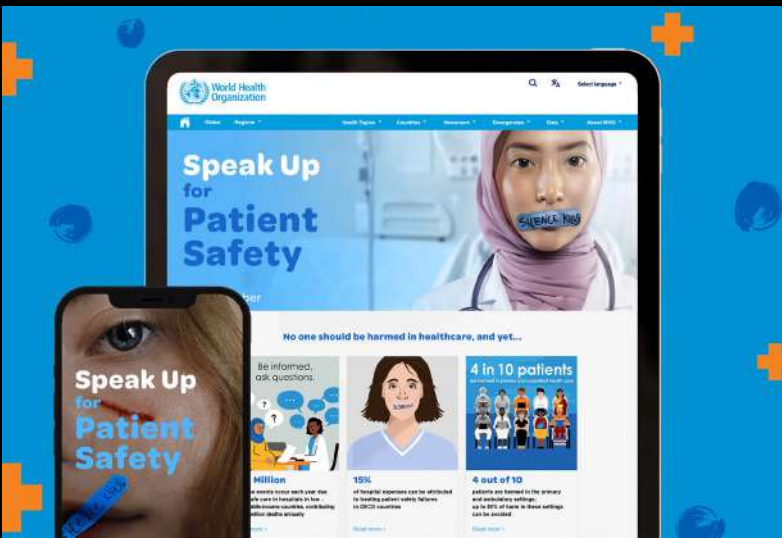
- I conducted intensive research on Yemen and its coffee culture.
- Our chosen solution emphasized the birthplaces of coffee in Yemen, showcasing stunning landscapes where coffee thrives despite scarce water in high rocky mountains.
- Nespresso loved this approach, recognizing the importance of storytelling behind each coffee.



¶ The Limited Edition coffee rapidly sold out in various countries, including Switzerland, Austria, the USA, Hungary, Belgium, Portugal, and Singapore. Despite its success, this edition is currently unavailable worldwide in Nespresso stores. The project received positive feedback from Nespresso, as expressed by the testimonial from the Global Digital Com. Project Manager.

¶ Client: Nespresso
Agency: MEO Design Et Communication

NESPRESSO



WHO - World Patient Safety Day

¶ Mission: The World Health Organization (WHO) initiated a global campaign for "World Patient Safety Day." The mission was to raise awareness about preventing harm to patients during health-care provision.

¶ Solution: MEO Design et Communication, along with other agencies, participated in creating the campaign.

The team worked hard to develop a creative concept, communication materials, and calls to action.

The successful concept needed to be adaptable to diverse regional and cultural contexts.

¶ WHO evaluated proposals based on originality, feasibility, cost, and adaptability. Despite initial success of this work (approved by the team responsible for this campaign at the WHO), me and my colleagues were later approached to develop a new concept, which was also successfully launched.

¶ Client: World Health Organization
Agency: MEO Design Et Communication





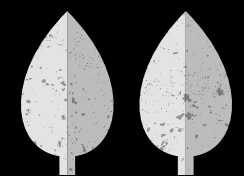
Wege Siostry

¶ Mission: Wege Siostry (Vegan Sisters) is a vegan cheese brand, mostly made from cashews, and handcrafted! They came to us asking for a full rebranding and to design packagings. So we decided to create a distinguishable brand for this distinguished product, and to find a creative - but also stunning - packaging design.

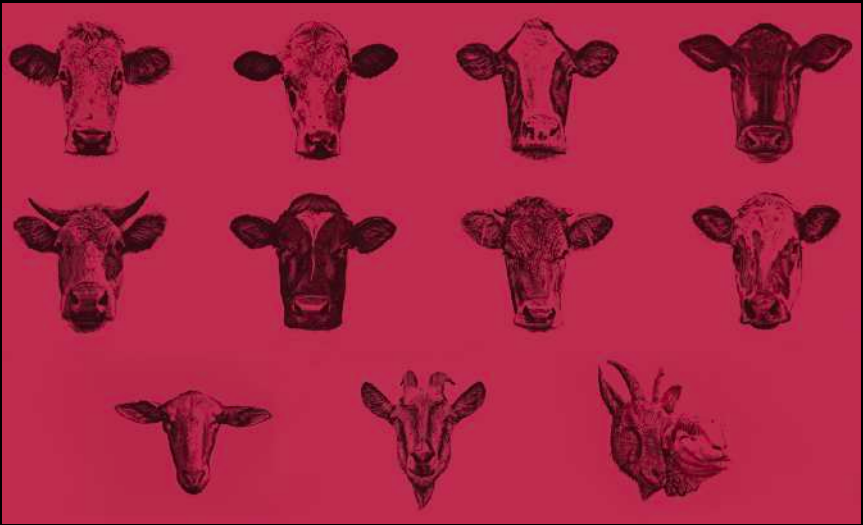
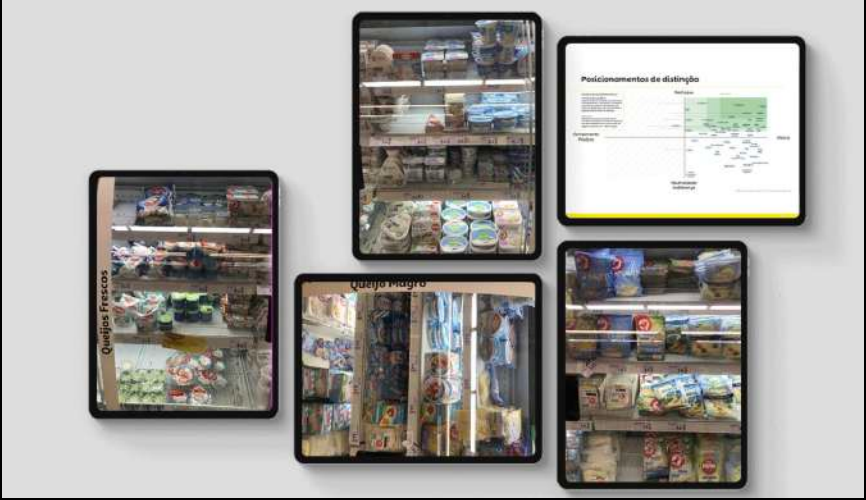
¶ Solution: The project reflects the vegan character of the products and the variety of flavors. We created and illustrated animal characters (since the vegan community has a bigger care for the animals and the environment - and that's also why we decided to eradicate the plastic in almost all the brand's packaging. Each character has attributes that correspond with the flavor of the product, helping customers find what they are looking for.

¶ The biggest challenge was to create a layout that could be extended to many flavors and be a framework for several different product lines and different forms of packaging within one cohesive series. The buyer should quickly find the specific product and taste he is looking for.

¶ Client: Wege Siostry
Studio: Podpunkt (Warsaw-Poland)



WEGE SIOSTRY



Leite do Campo

¶ Mission: The mission was to address Leite do Campo's challenge of not successfully selling its products on certain commercial surfaces. The brand needed to assert its quality, declare its origin, and stand out against other cheese brands.

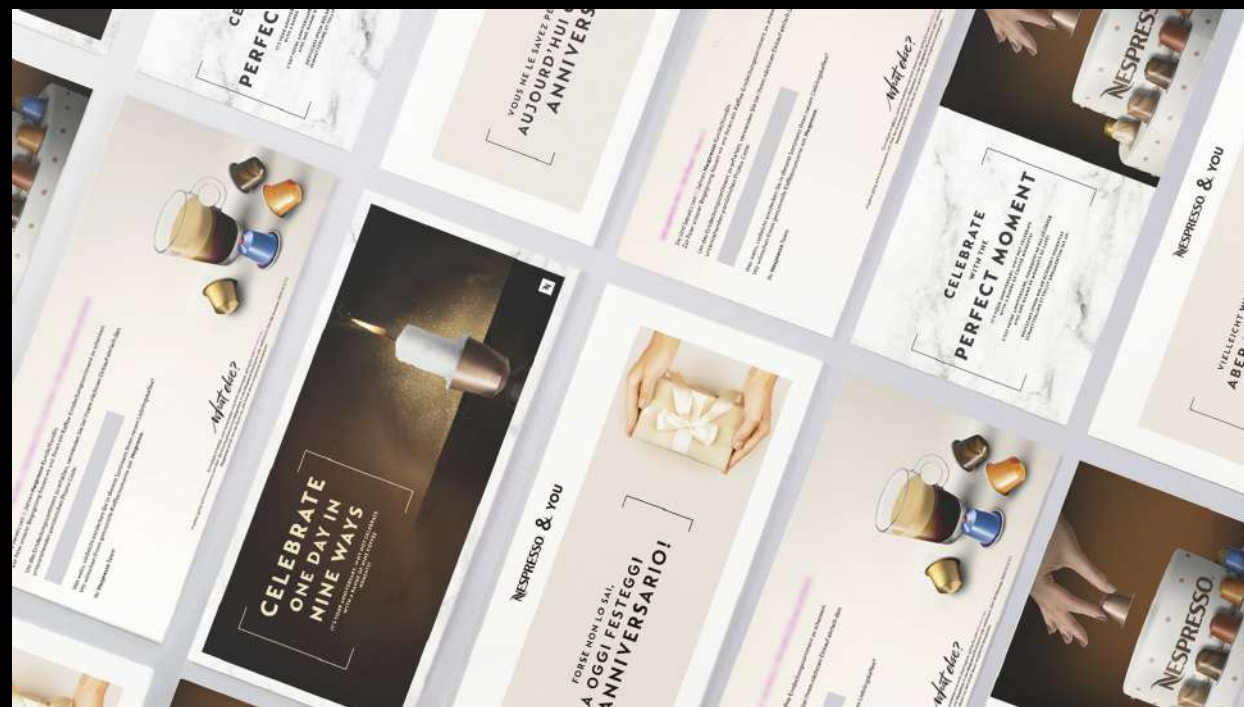
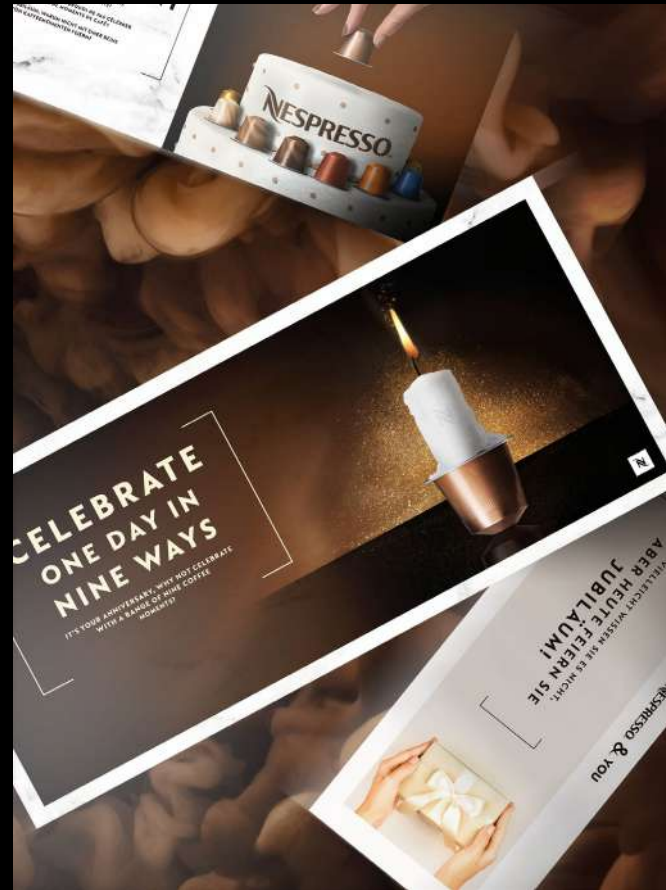
- ¶ Solution: involved several key actions:
- Simplifying the packaging by removing visual noise and non-exclusive illustrations.
 - Updating the Leite do Campo logo with a national and readable typography.
 - Creating 12 unique illustrations with a calligraphic and traditional style.
 - Drawing inspiration from exclusive regional aspects, such as rectangular agricultural fields and the colorful costumes of the tricanas poveiras.
 - Appropriating these materials to communicate more clearly and boldly on cheese shelves. The goal was to emphasize the brand's natural values and unique regional identity.

The goal was to emphasize the brand's natural values and unique regional identity.

¶ Although no sales data are available yet, initial approval has been positive. Leite do Campo aims to take the next steps, especially with acceptance in commercial establishments. The proposal was well-received by the commercial director and the administrative board, who recognized its commercial effectiveness.

¶ Client: Leicar Freelance





Nespresso & You



Mission: to strengthen the relationship between Nespresso® and its loyal customers. Specifically, the goal was to celebrate at least one year of union between the brand and its customers.



Solution:

- To send a special postcard personalized with the client's name and a pack of 9 different Nespresso® capsules.
- The message had to work across different languages, triggering delightful feelings and being perfectly understandable and familiar to everyone.
- The analogy "Nespresso is like icing on the top of a cake" conveyed the idea that a complete and perfect celebration is made with "Nespresso & You."



The project successfully enriched the cultural meaning of Nespresso's "What Else?" ethos and the concept of "Nespresso® & You."

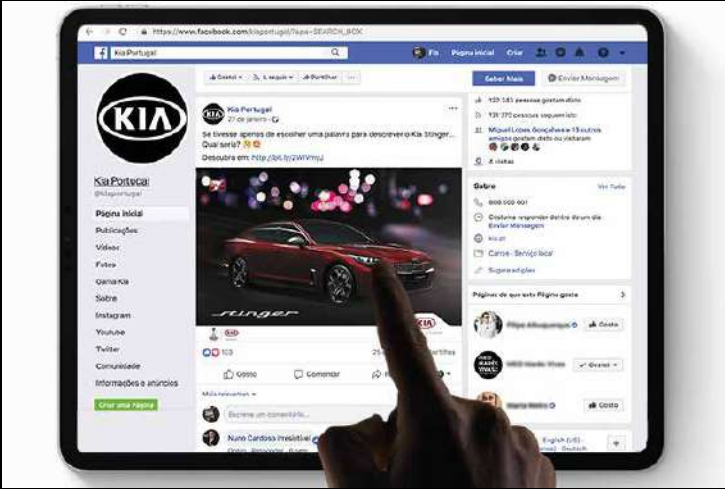
Values, at their core, are emotional and essential.



Client: Nespresso

Agency: MEO Design Et Communication

NESPRESSO® & YOU



KIA's social media

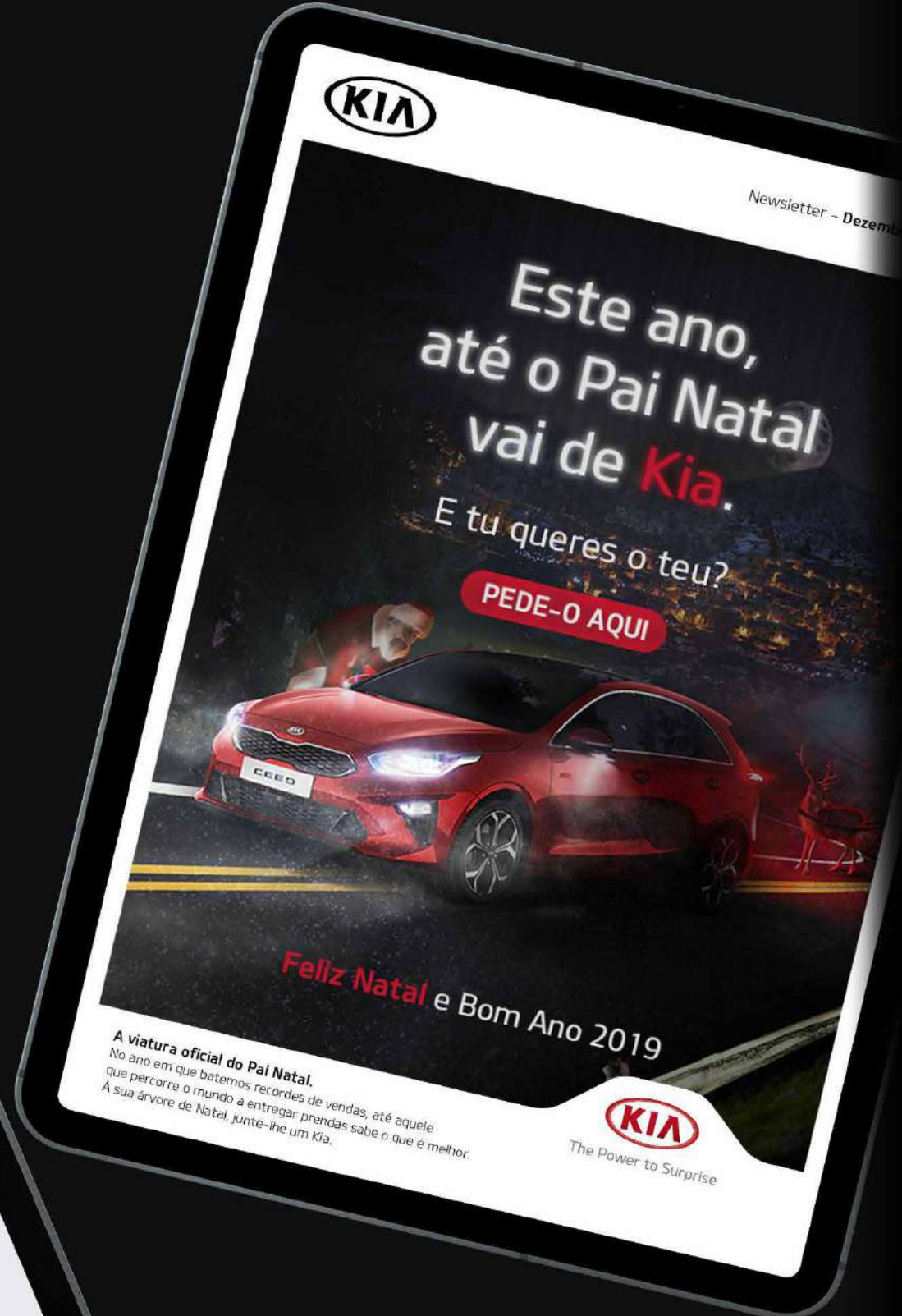
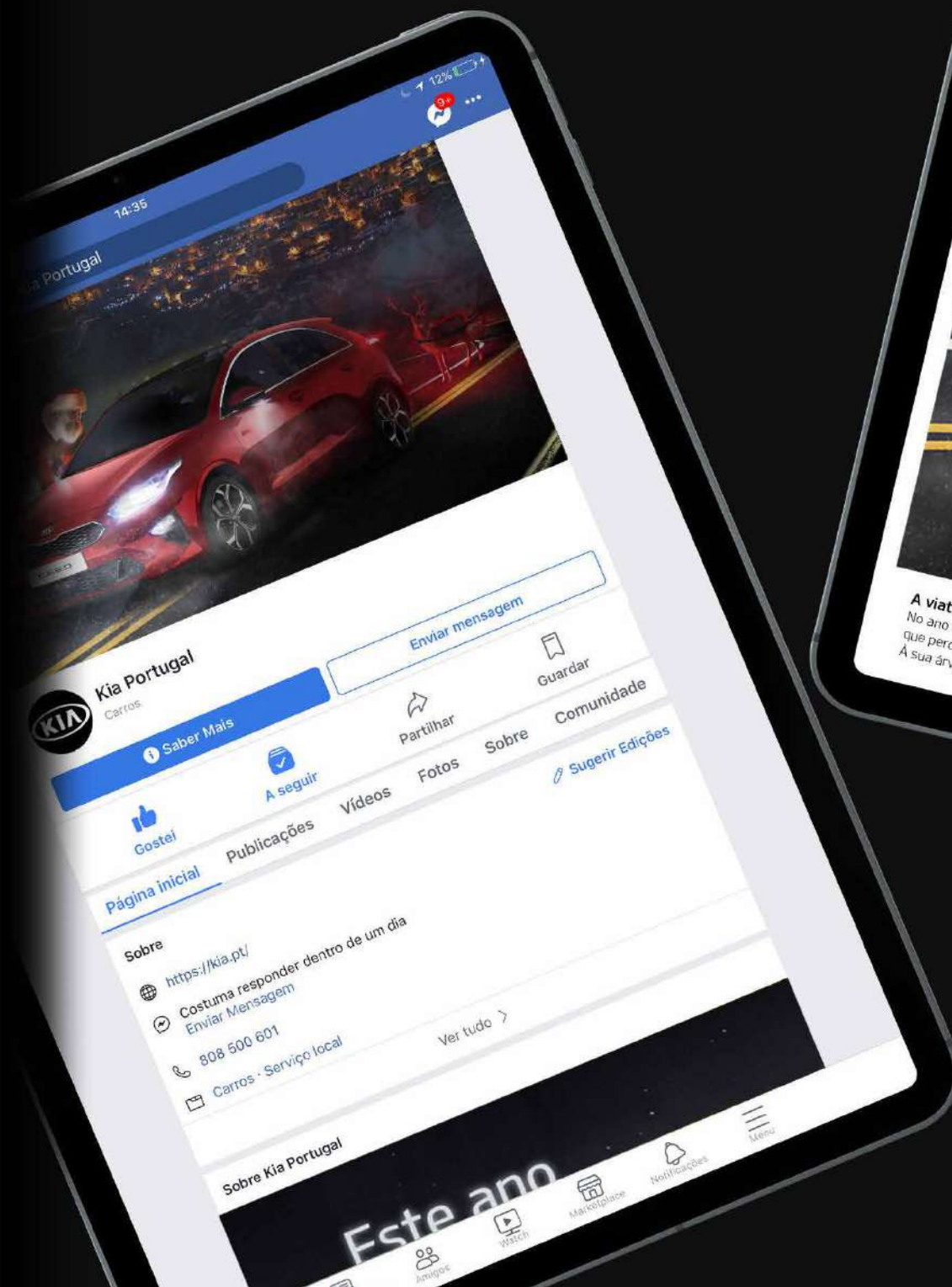
I was in charge of KIA Portugal social medias. Facebook, LinkedIn, and Instagram (Instastory) designs working across the social media department.

The main goal was to create - every week - awareness to the brand in their multiple digital platforms and recognizing every month what kind of posts worked the best to improve social media KIA's performance.

Some other specific projects were made for KIA's Youtube page and website!

Client: KIA Motors
Agency: Legendary People+Ideas (Porto-Portugal)
Date: 2018-2019





KIA's advertising

KIA asked for a Christmas artwork to be used for digital supports. So before designing, I began to make a deep study about this large automobile manufacturer (from videos, customers preferences, company vision and sells, global market and communication strategy, etcetera). Based on that, and on the strategy of KIA Motors interacional - which is the same for all countries - I designed completely from scratch! This is a full digital artwork; more than a generic picture of a KIA's car.

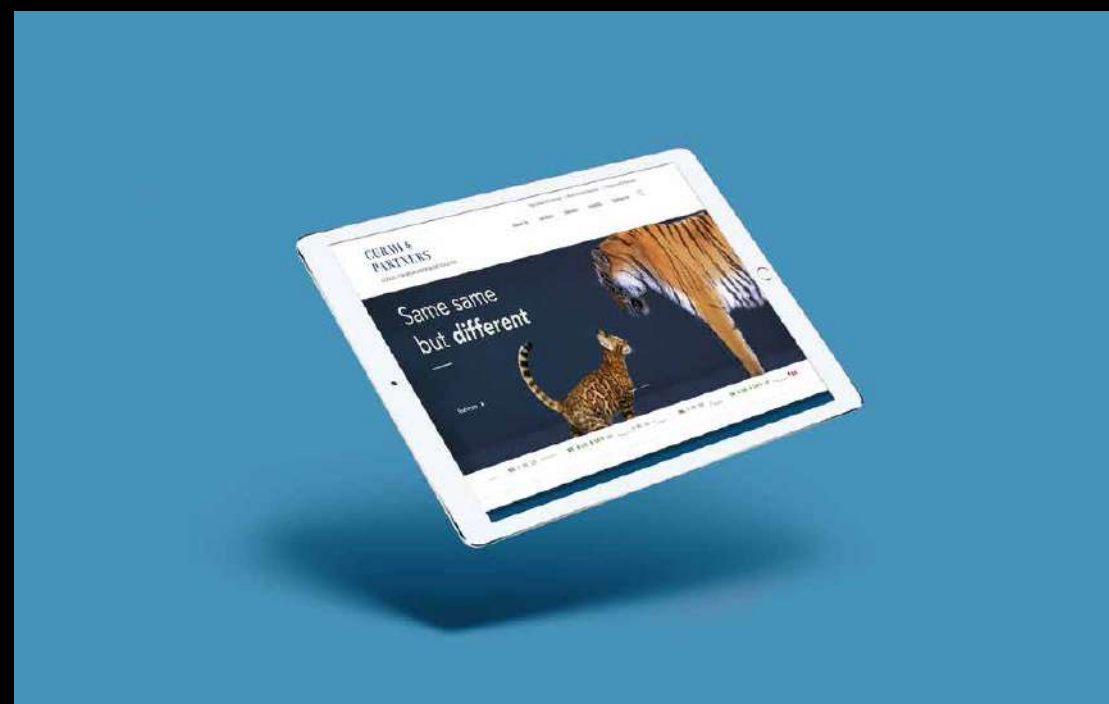
(This was one of the most challenging compositions I ever did and one of the most pleasurable!)

What was my idea?! In Christmas, even Santa leaves the reindeer behind and ask for a lift when he see's the car of his dreams. Yes, Kia is for Santa! And you?! You can choose and have one too, because... "This Christmas, even the Santa Claus goes by Kia!"

Headline copy: Floduardo de Almeida
Footer copy: Diogo Sousa

Client: KIA Motors
Agency: Legendary People+Ideas (Porto-Portugal)
Date: 2018





Curmi & Partners: Same same but different.

¶ This project was made while I was working in Malta at the brand agency BRND WGN. The client is a company leader in providing investment services in the Maltese islands.

¶ Curmi & Partners is more than just a name. It's a promise backed by 30 years of experience. So since the brief was to build brand awareness round the new brand, I took advantage of the company's experience by representing two cats. They might come from similar families but they are different, one stronger than the other! And so are the good advices that Curmi & Partners have for you and for their clients when compared with others similars companies. They might provide the same services... but differently!

¶ The illustrations came to add more value. More friendly, positive, organized and always with the right advice. They tell a story and bring more attention and dynamism to the new campaign.

¶ Creative direction: Katerina Karamallaki

Strategy: Charlotte Seymour

Design: Floduardo de Almeida

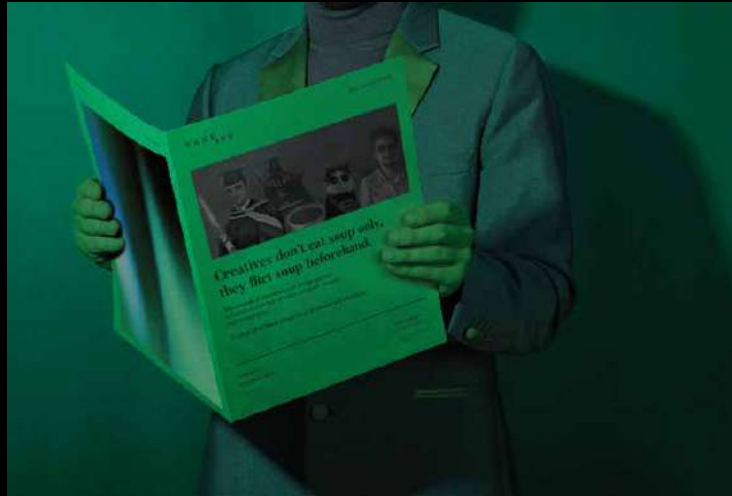
Copy: Johann Agius & Peter Grech

¶ Client: Curmi & Partners

Agency: BRND WGN (Naxxar-Malta)

Date: 2017





Vane Ivy

Vane Ivy is an idea that was born in Malta, but the project itself is made in Europe with a global vision! Vane Ivy assumes itself as the future of brand agencies: a brand consultant agency. They bring two worlds: First, they set brands on the course to success by providing complete brand directions and second, they manage brands growth with the launch of campaigns and market strategies offering a full complete support to optimize results and to haul and retain customers.

The name follow his core. Elements (vane and ivy) that takes the right directions in nature! And here, the same company, distinguished from many others, provides two different areas that are highly important for the brands; both services are co-related, working very close together to ensure the best results. Vane Ivy is made of a young team, forward-looking, but also mature, serious but also fun, and with a particularity: all the creatives are experienced freelancers.

So above we had the solution in a lot of keywords: We decided to create a unique and distinguished brand, by being able to adopt different voices for different purposes, moments, and supports. Vane Ivy challenges the status quo.

Client: Vane Ivy
Date: 2019

VANE
IVY



Promise

PROMISE aims at promoting child-friendly multi-disciplinary and interagency services supporting child victims of violence, providing them with access to justice, avoiding re-victimization and ensuring high professional standards for recovery.

Everything comes together with a sole purpose: they! This is an identity that unites and generates strength and hope in a world where children are - and come - always first.

Client: CBSS Expert Group on Children at Risk
Studio: Podpunkt (Warsaw-Poland)

Date: 2018



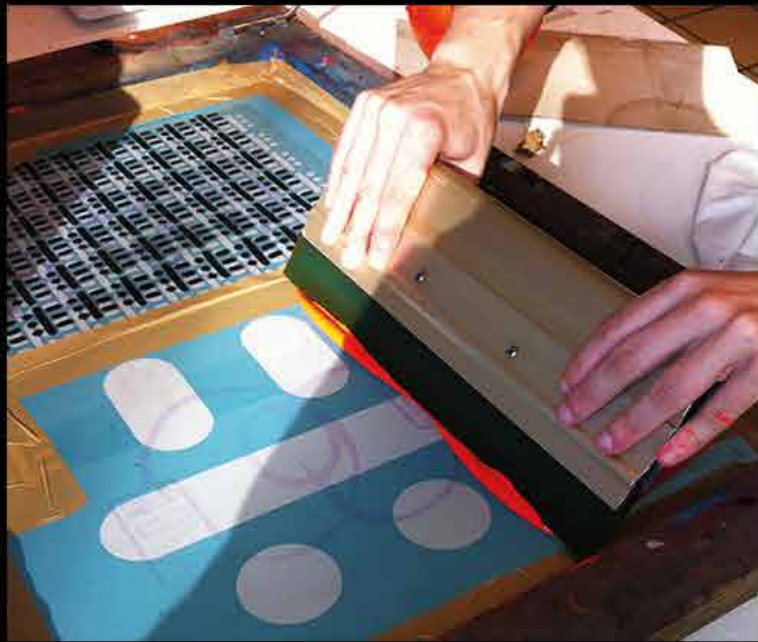
HEALTH 4 MOZ

¶ Health 4 Moz (Health For Mozambican Children & Families) is an international organization (NGO) which project was born in Portugal and they are acting essentially in Mozambique. They are associated to the health care and medicine education in Nampula. A needy city with 4 million residents.

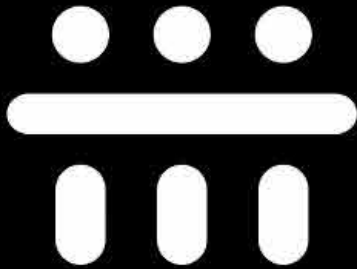
+ About this identity... [Read more \(+\)](#)

¶ Client: Health 4 Moz (ONGD)
Type: Branding, Identity
Facebook: www.facebook.com/health4moz
Date: 2014

silkscreen printing



To unite the sky, the sea and the land.
To unite like a capulana that embraces,
To unite Portugal to Mozambique...
Unite the world, create a family!



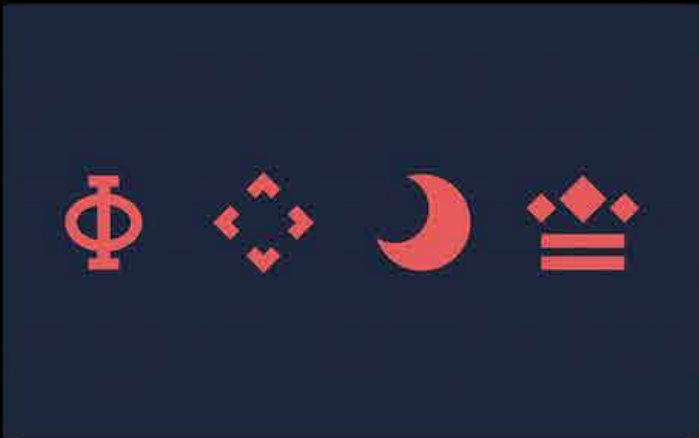


XILOMEA

¶
“Since the very beginning the design team had based their logo on the Fibonacci Sequence, which is always present in the client’s furniture. The “X” was a fundamental element used in the brand’s visual language. It’s weight and geometry allow designers to reduce it to smaller scales and use it in isolation. The lines serve as a reference to the various existing furniture lines as well as several others that the client intends to create.”

— description by SendPoints in
Visual Harmony - Proportion In Graphic Design

¶
Client: Xilomea
Website: www.xilomea.pt
Date: 2014-2016





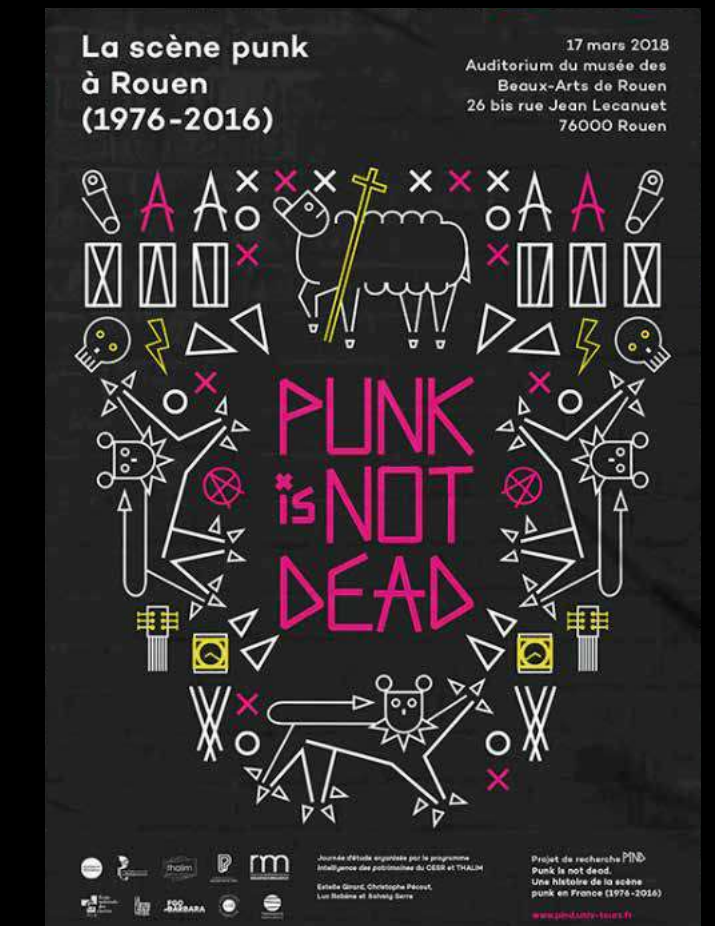
à Scène PUNK à Rouen

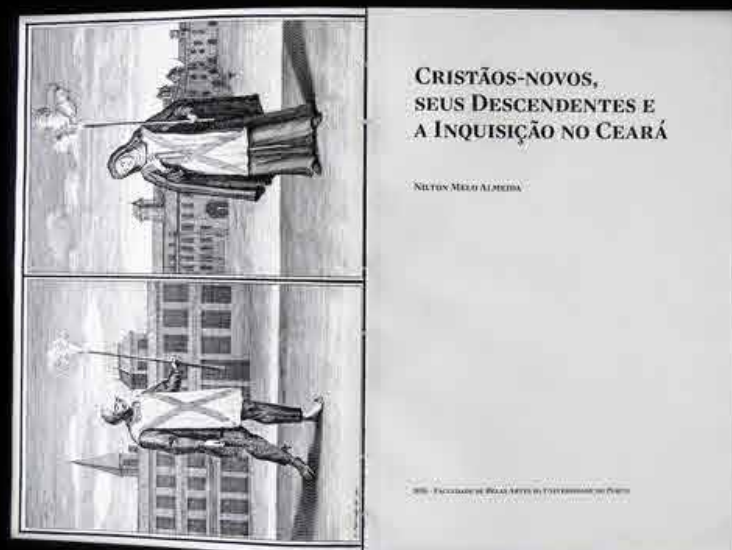
PIND is the first research project dedicated to France's punk scene from 1976 to today.

I had the task to design the visual image of the event - which took place in the city of Rouen. So based on my researches I got inspired by the two coat of arms that represent the city and the region (of Normandy), as for the beautiful and so characteristic architecture of the place.

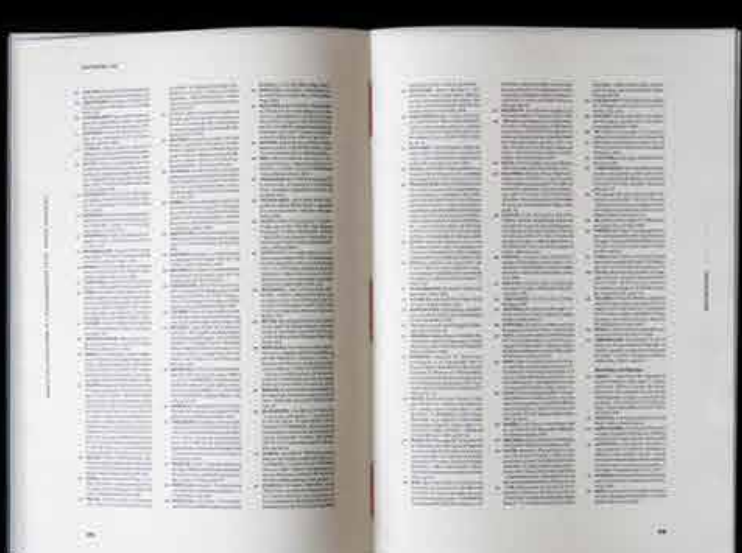
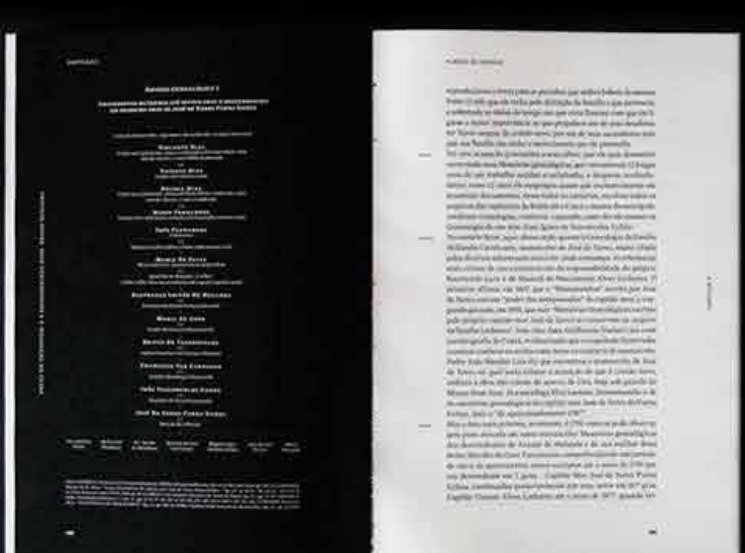
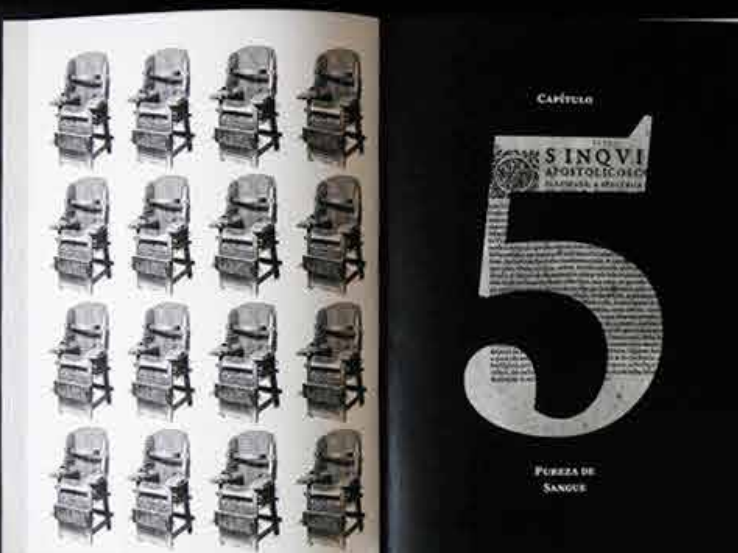
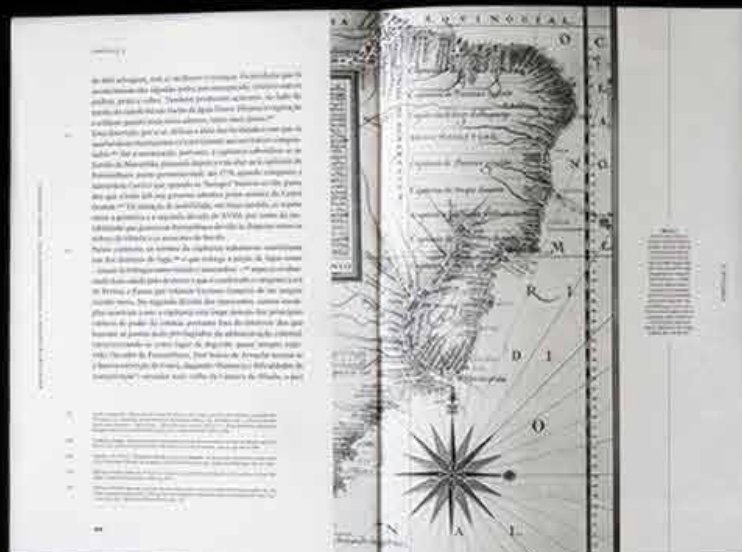
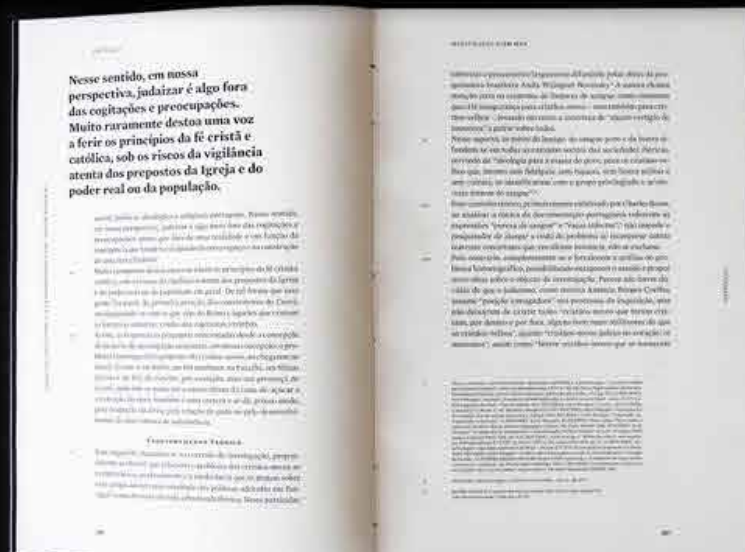
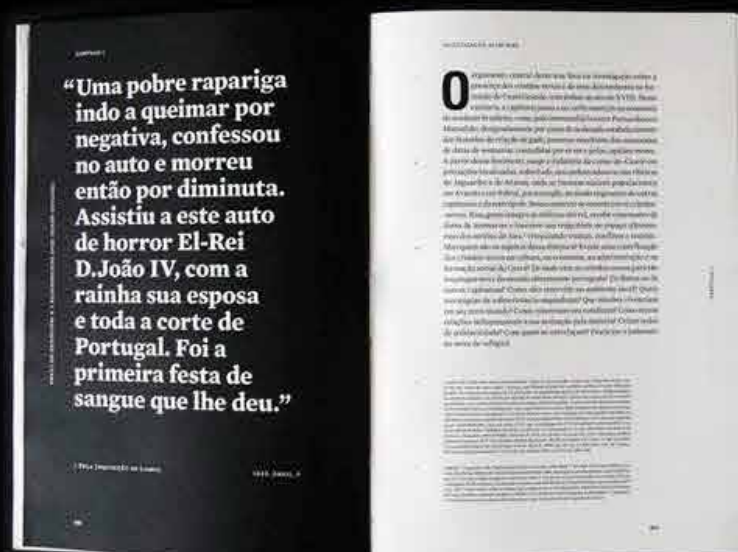
I was in charge of dealing directly with the client by working in this event and in two others (where I was responsible for giving art directions).

Client: PIND - Punk Is Not Dead
Studio: Podpunkt (Warsaw-Poland)
Date: 2018





INQUISIÇÃO
“Cristãos-Novos, seus descendentes e a inquisição no Ceará”
¶ This book is result from research presented by Nilton Almeida to the Course of History of the Faculty of Social and Human Sciences, University Nova of Lisboa, as a requirement for obtaining the title of Doctor of History, specializing in Modern History.
¶ Client: Nilton Almeida
MDes/FBAUP: Advanced Studies in Editorial Design and Typography
Date:2016





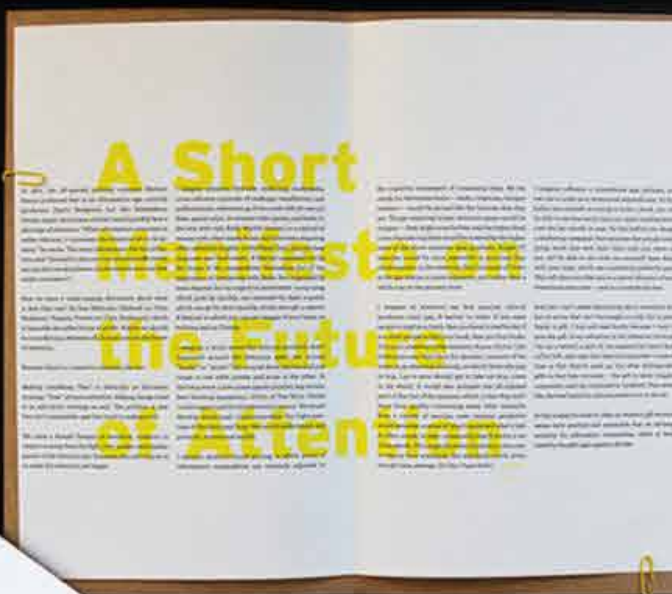
ARE YOU LOOKING FOR SOMETHING? "25 texts on graphic design"

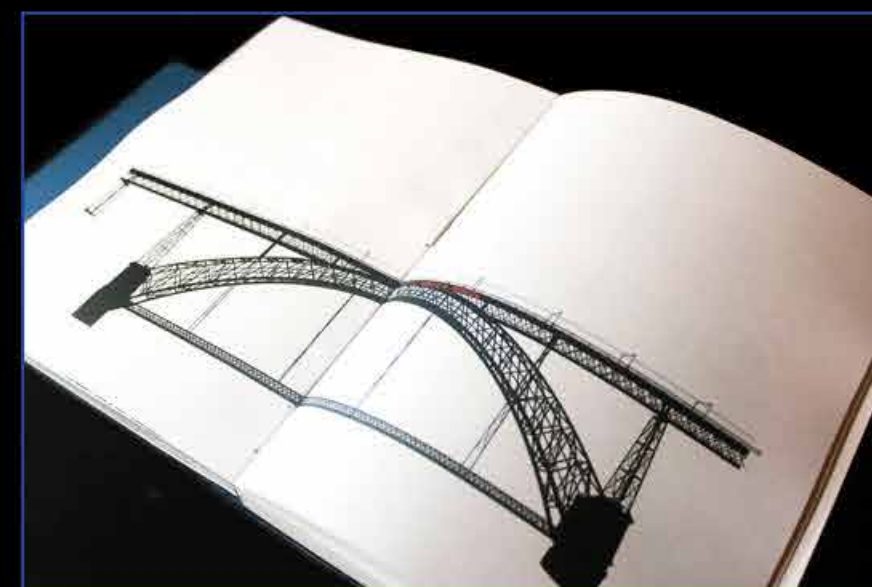
¶ Main goal: to create an editorial object with 25 manifestos of Graphic Design. 25 manifestos 250 illustrations 10 quotes.

+ One of the problem with the manifestos, in my point of view, it's that a lot of people knows about them but not everyone say "i read that one". And, we all know that manifestos have different years, different contents where some are long and some others are shorts, so I decided to treat each one in a different way, inspired in the content.

+ I'd also provide some freedom to each manifesto, so every reader can take the one he wants to read, when he wants.

¶ Bdes/ESAD: Project II
Date:2014





PORTO 2.0

101 icons inspired in Oporto's city.

¶

Here we can discover silhouettes of: monuments - persons - transports - tiles - others. All of them are hiper realistic, developed under high-resolution photographs and based on a work of highly detailed vector drawing.

+

All icons are printed on this object and identified properly in keywords, allowing them to be easily founded digitally on the CD (which is attached in this book).

¶

Self-publishing: Up Studio

Website: www.upstudio.pt

Date: 2015





25



48

49

o filme, Festival Internacional de Teatro e Cinema



in Bucuresti, Festivalul International de Tancuri cina



THINK FORWARD



The main goal of this project was to think about a newspaper, thinking like editors and even like designers. And it was really important to show more about ourself. Like a newspaper portfolio.

+

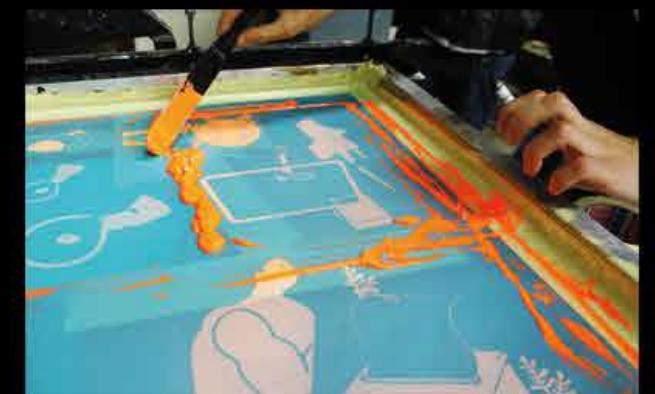
So to start, we defined a team with art director, editors, illustrator and newspaper's reviewer. Afterwards, we choose to make something different instead of doing just a newspaper only composed with our works. Something with a strong concept, where you open and you start to explore and discover the essence of this editorial.

We choose to create a newspaper like if it was an open window for the future; a newspaper that shows our abilities, our interests, our vision, us... as we think.



MDes/FBAUP: Project I

Date:2014





STAMPS OF PORTO



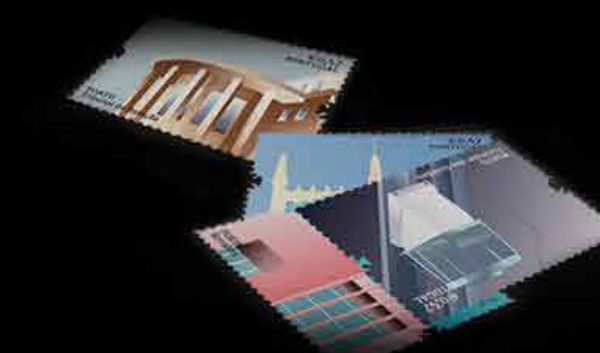
In the studio's genesis - consequently in several projects we created - was always adjacent a strong inspiration: the city of Porto. It is for us so intrinsic, that we always believed that we can create interesting projects, beautifully designed with a strong utility. This is why, and as the city is so touristy, that we considered to illustrate iconic buildings and their transports. Essentially because we believe there is a graphical shortage in this market, and where the graphic design can add - and well - the amount due, either by a visually interesting graphic language, as promoting the city, and as an final result by increasing the sale of stamps of Porto.



Self-publishing: Up Studio

Website: www.upstudio.pt

Date: 2016





VALE DO HOMEM

¶

The goal was clear: to create a label where quality is reflected; the quality of the wine! Since the very beginning, Up Studio's design found in Quintas do Homem a very unique, traditional and beautiful granary with a Christian cross known as "the cross of the four evangelists". The cross itself have a powerful and positive meaning, proclaiming good news and driving away the bad ones.

+

The perfect design was reached with the perfect label cut and a unique cross, creating a particular texture in a beautiful pattern with a graphic illusion (depending on the viewing distance). And to have the absolute symbiosis, a proper wine-label paper was selected to preserve the graphic elements when the bottle falls down into fresh water and ice. Even the color scheme was examined; each of the colors play together in a perfect harmony, a last and precise touch to bring this label to life.

¶

Client: Quintas do Homem

Website: www.quintasдохOMEM.com

Date: 2015





TERRAS D'AVE

¶

It was really important to breath the story of the land where the wine "Terras D'ave" is made.

The client asked to make a research about the land. So, I found that Terras D'ave is also a place that tells the story of a girl who transformed into a bird because she waited years and years for her sweetheart (he went to a war and promised to return to her).

So digging deeper in this research, I found that the bird cyanopica cyanus is a really characteristic bird in the Iberian peninsula, and particularly beautiful!

+

So this wine label was born based on this melting pot of adjectives and story elements, under this umbrella effect; reflecting elegance, lightness with this short label which is also full of detail.

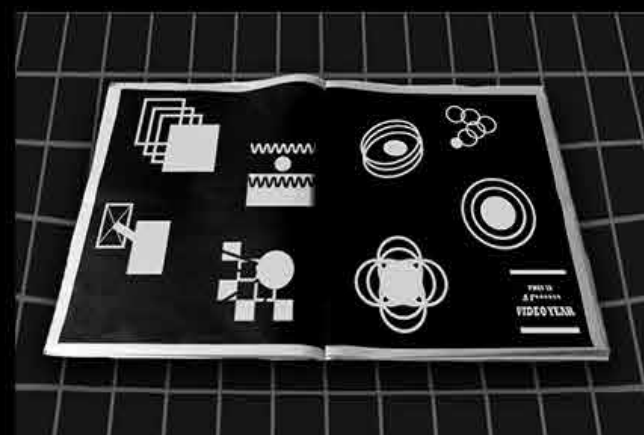
¶

Client: A.C.Guimarães

Website: www.adegaguimaraes.pt

Date: 2015





PHOTOGRAPHY

ILLUSTRATION

EDITORIAL DESIGN

-PUBLISHING

POSTERS

IDENTITY

LABEL

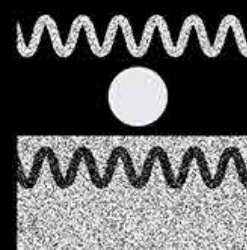
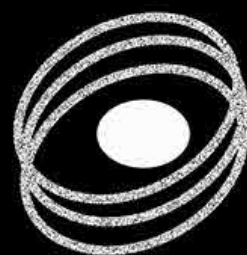
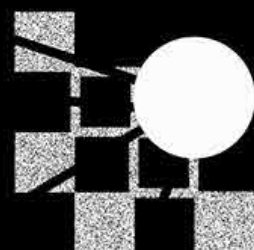
DATA VISUALIZATION

FLODUARDO ALMEIDA IDENTITY

¶
In space, or coming from space with my own identity. World: exploring process. Lot to do! I like coffee. The good one. No cigarrets anymore, full stop. I love to be free. Things to do before dying: to be 100% sure that most people recognize that design can change their life.

¶
Self publishing: Floduardo Almeida
Contact: hello@floduardoalmeida.com
Website: www.floduardoalmeida.com
Date: 2016

>> **THIS IS
AF*****
VIDEO YEAR**



compilation



NESPRESSO



NESPRESSO & YOU

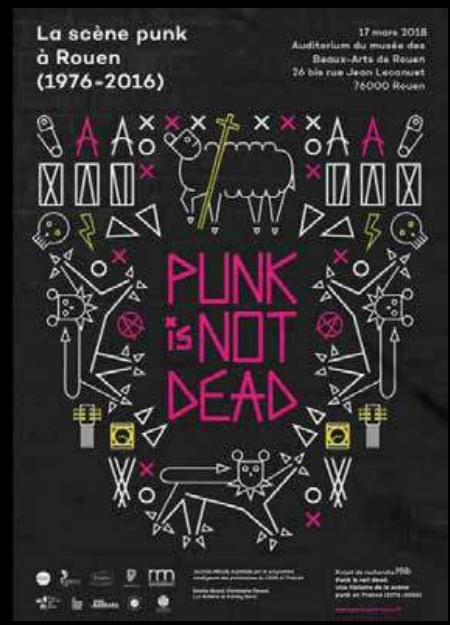


SPEAK UP FOR PATIENT SAFETY
No one should be harmed in healthcare
17th September 2019
#PatientSafety

WEGE SIOSTRY



FUNERAL
SiGNS

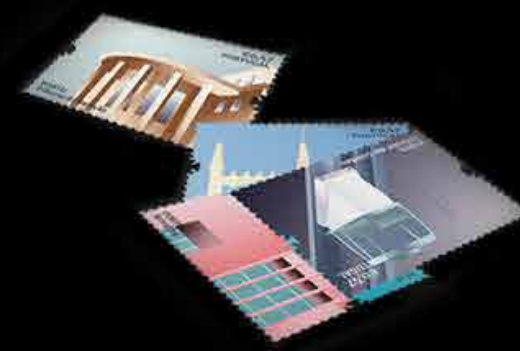
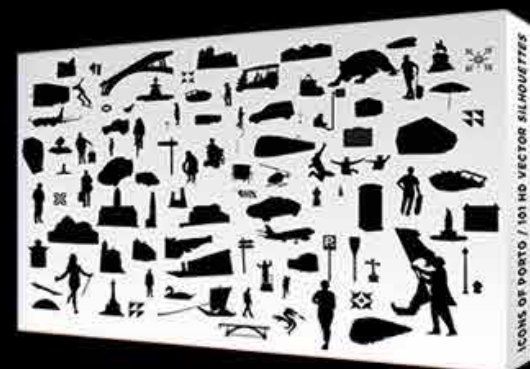


MR.

e.tijolo

VAN E
IVY







Fórum
da maia



**Porto
Sci-Fi**



design and fine art objects



FLODUARDO ALMEIDA
GRAPHIC DESIGNER

WWW.FLODUARDOALMEIDA.COM
HELLO@FLODUARDOALMEIDA.COM

+41 76 291 04 52
+351 918 61 61 71

EDUCATION

2014-2016 MDes, Graphic Design and Editorial Projects Faculdade de Belas Artes da Universidade do Porto, PT (thesis in standby)
2012-2013 Erasmus, Digital Design, Sint Lucas Beeldende Kunst/Luca School of Arts Gent, BE
2012 English (intensive-lv5), Cambridge School - Porto, PT
2011-2014 B.Des, Escola Superior de Artes e Design - Matosinhos Porto, PT

TEACHING

2015 Workshop/talk of graphic design-identity at ENED’15 - nacional meeting/festival of design students
2014 Talk/class about self-publishing at ESAD Matosinhos - invitation for “Teory of Design”
2014 Workshop of Letterpress and Linocut at Push Porto - urban festival of illustration and art
2014 Workshop of Letterpress “Introduction to technical letterpress print” at CRU Summer Camp

WORK EXPERIENCE

2021-2024 SpeedyOrders — Brand Manager remote, Chicago, USA
2019-2020 MEO Design & Communication — Head of Design Projects Bulle, Switzerland
2019 Legendary People & Ideas — Designer Porto, Portugal
2018 Podpunkt — Graphic Designer Warsaw, Poland
2017 BRND WGN — Creative Designer Naxxar, Malta
2014-2016 Up Studio — Graphic Designer/Art Director/Founder Porto, Portugal / Ghent, Belgium
2015-2016 Vice-President — Juventude Popular (Maia)
2013-2014 We Came From Space — Freelance Designer
2013 Forbidden Merch — Merchandising seller of official band products
2012 Computer Arts Portugal — Content Creator
2010-2011 Freelancer

RECOGNITION/EXHIBITION

2019 Packaging Of The World: “Wege Siostry” (UK)
2017 Graphis: “Xilomea” - Merit Award winner (USA)
2015 Xilomea in SendPoints book “Visual Harmony - Proportion in Graphic Design” (CN)
2015 Graphic Design Festival Scotland (UK)
2015 Beijing Design Week (CN)
2015 Virtual Biennal Prague (CZ)
2014 CUF Porto (PT)
2014 ESAD Week (PT)
2014 Stucomart&Design - MUDE Lisbon (PT)
2014 Up Studio I in Picotado and Edifício AXA (PT)
2013-2014 Health 4 Moz identity (PT/MZ)
2012 Abstra in Abduzeedo (USA)
2012 Abstra in Choco La Design (BR)
2012 Universe in Lyenium (CA)

Thank you.