



SUSANALOUSA

Creative & Graphic Designer

LISBON | PORTUGAL

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I am a passionate and versatile graphic designer with extensive experience in branding, advertising, illustration, editorial and digital projects. My career spans roles in design, production coordination, event management, and product innovation.

As Image Department Coordinator at A Loja do Gato Preto, I created illustrations for ceramics and textiles, led digital and animation projects, and later focused on product development, including concept creation, material selection, and design.

In 2023, I returned to graphic design as a Marketing Creative Design Specialist, developing designs for social media, events, brochures, illustrations, animations, and videos.

EXPERIENCE

'23 > present - ValGenesis - Sr. Creative Designer | Illustrator

- Project management support and task coordination to ensure goal execution and timely delivery;
- Creation of concepts and illustrations for digital publications (blogs, social media, ads...);
- Design and development of stands and merchandising for events;
- Creation of digital and physical editorial;
- Creation of templates for social media
- Responsible for creating brand illustrations
- Responsible for creating brand icons

'20>'23

Gato Preto Product & Creative Designer

- Creation of themes and concepts to annual collections;
- Development of collections in ceramics, textiles and other materials for home;
- Creation of original illustrations for product application;
- Product selection;
- Study and monitoring of home decor trends;
- Support to the creative communication department.

'03 >'08

Sinalux Design Department Manager Senior Graphic Designer

- Project & Team management;
- Graphic design and production management of: Catalogues, Product Promotion, Quarterly Newsletter, Trade fair stands and merchandising;
- Graphic design and implementation team of: Site, Intranet and Internal Newsletter;
- Product Innovation;
- Events [organization and promotion];
- Management of suppliers.

'01 >'03

Rascunho Design Junior Graphic Designer

Branding, Advertising, Packaging, Infographic & Editorial

'08 >'20

A Loja do Gato Preto Design Department Manager Senior Graphic Designer and Illustrator

- Project and Team management;
- Art Direction;
- Illustrations and their application to ceramic and textile;
- Packaging and stationary design as well as campaign creation;
- Management of suppliers;
- Marketing and Communication dep. support;
- Animations/ videos for front and inside store;
- Newsletters in html and mailchimp;
- Site management support;
- Guidelines for e-commerce product photos.

EDUCATION

'11 >'12 | IADE Creative University
Executive Master | Management
Design and Creativity
for Business Innovation [grade 17/20]

'97 >'01 | IADE Creative University
Visual Design Graduate [grade 14/20]

'94 >'97 | High School Degree
Group 2 - Arts [grade 16/20]

TECHNICAL TRAININGS

'21 | Digital Marketing Principles - Google [40h.]

'21 | Initial Pedagogical Training of Trainers
B-Learning - IEFEP [90h.]

'20 | Art Direction and Creativity
DOMESTIKA - Flaminguettes [4h]

'20 | Illustration Techniques
DOMESTIKA - Adolfo Serra [3h]

'20 | Adobe Animate
DOMESTIKA - Josep Bernaus [8h]

'19 | Digital Concept and Interface for
Product Design - EDIT [16h]

'18 | Adobe After Effects - FLAG [12h]

'13 | Cinema 4D - Frenetikpolis
Modelling and Animation [32h]

'11 | Illustrator CS5 - Frenetikpolis [17h]

'08 | Daily Notebook Workshop - FBAL [30h]

'08 | Design Journeys - PME+Design IAPMEI [14h]

'04 | English level III - Sinalux

'04 | Fast Track to Dreamweaver MX Galileu [14h]

'01 | Internet Macromedia - FLAG
[Dreamweaver, Fireworks, Flash] [69h]

LANGUAGES

Portuguese

English

Spanish

TOOL SKILLS

- Illustrator 2025
- CorelDraw 2019
- Photoshop 2025
- Indesign 2025
- After Effects 2025
- Animate 2025
- Dreamweaver 2025
- HTML | CSS
- SKETCH | Invision
- Principle
- Cinema 4D
- AutoCAD
- Office 365 Business:
Outlook | Word | Excel | Powerpoint | Publisher

DESIGN SKILLS

- Illustration
- Product Design
- Pattern Design
- Branding
- Advertising
- Editorial
- Packaging
- Infographic
- Digital Design
- Experience Design
- Stands
- Art Direction

PERSONAL SKILLS

- Time Management
- Responsible
- Team Leader
- Versatile
- Team Spirit
- Creative
- Observant
- Analytical
- Fun
- Passionate about the Profession

AWARDS

3rd Ecobag Recicl'arte '15 | SPV

Finalist Art competition finalist
Galp Create'15 & '14

1st Christmas Postcard Xerox'11

3rd Stand Design Bastos&Viegas'11

Honorable Mention Painting
'Traços de Vila de Rei' '09

1st Celebration logo - 575 years
Junta de Freguesia de Santa Maria Maior'08

3rd «The Best Poster» International Music
and Folklore Festival of Lourinhã'91

