

RAQUEL MARTINS

NATIONALITY

Portuguese

CONTACTS

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PORTFOLIO

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PROFESSIONAL EXPERIENCE

LEAD GRAPHIC & MOTION DESIGNER

2020-ONGOING | PORTUGUESE GOVERNMENT | LISBON, PORTUGAL

Having worked in the Prime-Minister's cabinet, I overaw the conceptualization, development, and implementation of multimedia content across diverse platforms. This included graphic design projects for physical and digital media, motion design, video editing, and print materials. I establish and upheld a consistent institutional identity through the creation of templates, ensuring effective communication on social media, websites, and public events. Notably, I was responsible for optimizing communication during crises such as the COVID-19 Pandemic and the Ukrainian War, as well as during Portugal's Presidency of the EU. Additionally, I collaborated closely with various public and private entities to align graphic solutions with strategic objectives across government departments and partner agencies.

SENIOR GRAPHIC & MOTION DESIGNER

2017-2020 | OBSERVADOR | LISBON, PORTUGAL

I specialized in crafting captivating visual narratives through animations, infographics, and static designs. I developed impactful visual identities for newsletters, reports, podcasts, and events, ensuring consistent branding. Additionally, I designed comprehensive visual packs for video production, created engaging digital content, and executed seamless video editing. My expertise also included professional video recording and multi-camera shoots in-studio, delivering visually compelling content.

GRAPHIC & MOTION DESIGNER

2016-2017 | ECO - ECONOMIA ONLINE | LISBON, PORTUGAL

As a founding team member, I played a pivotal role in developing captivating visual narratives for complex economic concepts through animations, infographics, and static graphic designs. I also created impactful visual identities for newsletters, reports, and events, and designed comprehensive visual packages for video production. Additionally, I produced compelling digital content such as infographics, social media visuals, and article covers, while also editing videos and promotional content to enhance audience engagement and gather sponshorsip for the editorial projects.

FREELANCE GRAPHIC DESIGNER

2016 - ONGOING

As a freelance designer, I've had the privilege of collaborating with a variety of clients, offering comprehensive services in video editing and shooting, motion design, and graphic design. My portfolio includes projects ranging from major brands like Tranquilidade, Cofidis, Renault, McDonald's, to smaller-scale brands and production companies, helping them develop their visual identities and launch projects.

INTERN GRAPHIC DESIGNER

2015-2016 | PRESTIGIA | CASABLANCA, MOROCCO

During my internship with a luxury hotel booking agency, I created visually appealing content tailored to the brand's upscale clientele. This involved

LANGUAGES

PORTUGUESE

Native

ENGLISH

Native proficiency (C2)

FRENCH

Pre-intermediate (A2)

SOFTWARE

ADOBE CREATIVE SUITE

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

Adobe Lightroom

Adobe Acrobat

VISUAL STUDIO

Html

CSS

Javascript

FIGMA

PYCHARM

Python

MICROSOFT 365

Microsoft Word

Microsoft Powerpoint

Microsoft Excel

Microsoft Outlook

designing promotional materials, advertisements, and social media graphics to showcase the luxurious offerings of the hotels. I collaborated with the marketing team to develop engaging visual campaigns that effectively communicated the agency's unique value proposition.

EDUCATION

2022-ONGOING

MASTER'S IN COMMUNICATION DESIGN

Faculty of Fine Arts of the University of Lisbon

Lisbon, Portugal

2014-2015

BACHELOR IN VISUAL COMMUNICATION (ERASMUS)

Yeditöpe University

Istanbul, Turkey

2013-2015

BACHELOR IN AUDIOVISUAL AND MULTIMEDIA

School of Communication and Media Studies, Lisbon Polytecnic Institute

Lisbon, Portugal

DISTINCTIONS AND AWARDS

“Em Silêncio” (In Silence) - a series of 5 stories published in 2019 addressing the issue of child abuse by Catholic priests.

- *Gazeta* Award for Best Multimedia Report in the Multimedia category | Journalists Club (the most prestigious journalistic award in Portugal)
- *AMI* Award - Journalism Against Indifference by AMI - International Medical Assistance
- *Public Service* Award by Sapó Awards 2020

OTHER TRAINING

2022

FRENCH LANGUAGE COURSE

Alliance Française

Lisbon, Portugal

2020

MOTION DESIGN MASTERCLASSES

Motion Design School

Remote

2019

SCREEN PRINTING WORKSHOP

FICA Oficina Criativa

Lisbon, Portugal