



# Angelica Freitas

Graphic Design

Fortaleza - Zone 1, Fortaleza - State of Ceará, Brazil

[Portfolio link](#)

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

Portuguese (Native)

English (Fluent)

Spanish (Fluent)

French (Basic)

## About

I'm a curious and good-humored person with a good soul, interesting thoughts and 20 years of recognized experience in communication, art direction, and project management. The universe of Communication and Art have been present in my life for over 22 years, providing me with professional and personal experiences in cities like Lima, Cusco, São Paulo, Bogotá, Fortaleza, Porto and Avignon. I have worked for Brands and Institutions often in the field of Arts, Fashion, Lifestyle, Gastronomy and Design. Whether it's Graphic Design, Branding, Art direction, Editorial, Photography or Social Media, forming a unique artistic visual is what I look to. I believe the way we tell stories visually and verbally is what makes things remarkable. I have a keen eye at the world and at the newest trends. As a visionary designer, I strive to inspire with concept direction and imagery solutions through art direction, product development, and creative content strategy of the partners and companies I work with.

Having these experiences throughout so many fields and places, has led me on achieving a global and integrated vision, a curious mind, a multicultural perspective, a mature attitude dealing with different people and a committed fast learning skills.

### BRANDS WORKED WITH

Fio A Fio Handmade Fabrics

Governo do Estado do Ceará

Peixe Design Studio

Pima Kinz Textile

Prefeitura de Fortaleza

Senac

Yvy Design Studio

## Experience



- **Coordinator of the Design, Communication, Art, Fashion and Beauty segments - manager of educational**

Senac | Jan 2022 - Aug 2022

products and coordinator of Senac's Fashion Master Plan – Northeast Brazil



- **Art Director**

Governo do Estado do Ceará | Oct 2019 - Dec 2021

Art Direction at ÍRIS - Ceará Innovation and Data Lab – Responsible for creating the entire visual identity of the Lab – Fortaleza – Oct. 2019 - Dez. 2021



- **Manager of the Certification area and Curator of the State Crafts Program**

Governo do Estado do Ceará | Feb 2015 - Oct 2019

of the State Crafts Program – Fortaleza – Feb. 2015 - Oct./2019 Todos os Poemas Fashion Brand Brand designer – Responsible for product design and marketing – Fortaleza – Dec./2017 - Oct./2020

- **Brand Designer – Creation**

Pima Kinz Textile | Jul 2013 - Mar 2014

Creative direction and product coordination. Responsible for the collection development and production monitoring: planning, product creation, product development and production supervision with suppliers

- **Creative Director**

Peixe Design Studio | Oct 2009 - May 2011

Design Studio with experience in the areas of Fashion Design and Textile Design – Creative Direction and Product Coordination – Responsible for product design, planning and marketing

- **Creative Director**

Yvy Design Studio | Jan 2006 - Oct 2009

Design Studio with experience in the areas of Fashion Design and Graphic Design – Creative Direction, Product Coordination and Marketing – Collection Development. Production monitoring: planning, product creation, product development and production supervision with suppliers – Fortaleza – Jan./2006 - Oct./2009



- **Creative Director of the Design for Crafts Program – Development and Creation of**

Prefeitura de Fortaleza | Sep 2006 - Oct 2007

Responsible for the management of the design team and coordination of development and creation of products according to the needs of the partner companies of the program

- **Textile Designer, Product Coordination and Management – Creation and**

Fio A Fio Handmade Fabrics | Jun 2001 - Oct 2002

Designer responsible to create products for fashion and decoration areas using handmade fabrics

## Education & Training

2003 - 2005

- **UNIFOR - Fortaleza University**

Postgraduation, Communication and New Technologies

1998 - 2000

- **Dragão do Mar Institute**

Technological , Design and Visual Communication

1993 - 1998

- **Federal University of Ceará**

Bachelor, Law