

# ANTONIO PRATAS

Lead Digital Designer

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## Work experience

## Education

### Masters on Multimedia Design

FCTUC - Universidade de Coimbra  
2009 - 2012 | Coimbra, Portugal

Masters focused on design, concept, digital, web and mobile. Worked with print and web, and processing and technology such as touch screens and RFID to create interactive creative solutions. Teachers include Artur Rebelo and Lizá Ramalho from R2 Design, Filipe Mesquita from Thisispacific and João Bicker from FBA.

### Communication and Multimedia Design Bachelor

Escola Superior de Educação de Coimbra, IPC  
2005 - 2009 | Coimbra, Portugal

Bachelor degree focused on communication and multimedia. Print, web, 3D, audio and video were a part of the classes taken.

### Computer Science Internship

Roc Utrecht

March 2004 - April 2004 | Utrecht, Netherlands

A month internship in ROC utrecht working with software and hardware assembling.

### Technological Course on Computer Science

Escola Secundária Avelar Brotero

2002 - 2005 | Coimbra, Portugal

Technological course during which I've learned Pascal, C, Visual Basic, MySQL, Flash and php.

## Other activities

### Writer/Blogger

I'm also an occasional writer, as I wrote posts about design for blogs such as designmodo, webdesignerdepot and awwwards. I also sometimes write on my medium profile. Besides blog posts, I've wrote a book about Flat Design for Packt Publishing and an article for the print magazine "aesthetic/theories".

### Design Mentor at Designlab

I'm a design mentor for students of Designlab, having worked with students from Singapore, Los Angeles, New York, United Kingdom, etc. I teach and give mentorship on UI, UX, Branding and Design 101.

## Hobbies

I love to travel, and try to do so as much as possible. I ride a motorcycle, do indoor climbing and running. I Surf and Snowboard at least once a year. And I sometimes carry my skateboard with me to roll around town. I like to make videos, I like to play the guitar, play videogames, binge watch Netflix in the winter and cycle on a sunny day.

### RMA Consulting

Lead Designer (Freelance)

March 2017 - November 2017 | London, UK

Lead UI and Product design for Virgin Media, working on responsive websites, internal tablet app, and mobile apps.



### Reed Exhibitions

Lead Designer (Freelance)

July 2016 - January 2017 | London, UK

Lead designer for a new event website template, created to be modular and cater to the needs of up to 500 different exhibition shows around the world.



### Mullen Lowe Profero

Senior Digital Designer (Freelance)

June 2016 - June 2016 | London, UK

Worked in a pitch for Western Union, creating digital designs, artwork, DOOH, banners, presentation, etc. Clients also include Virgin Trains, CIF.



### Future Platforms

Senior Digital Designer (Freelance)

June 2016 - June 2016 | London, UK

Re-design and responsive design of the futureplatforms.com website. Tools used include Sketch and Invision for prototyping.



### Spring Studios

Senior Digital Designer (Freelance)

May 2016 - May 2016 | London, UK

Re-design of a French department store new website design. Tools used include Sketch and Photoshop.



### The Economist Intelligence Unit

Visual Design Lead

November 2015 - April 2016 | London, UK

Lead visual design for the Economist Intelligence Unit. Responsible for the UI and visual design of multiple web products of the EIU.

2016



### AMV BBDO

Senior Digital Designer (Freelance)

October 2015 - November 2015 | London, UK

Concept and design of online advertising campaigns. Design for rich media and mobile formats, site takeovers, Digital Out of Homes, etc. Clients included BT, Braun, Sainsbury, Mercedes.



### Maverick

Digital Art Director

March 2015 - August 2015 | London, UK

Concept, ideation and design for several digital projects. Client list includes DHL and Coca Cola Enterprises.

2015



### McCann London

Senior Digital Designer

September 2014 - February 2015 (6 months) | London, UK

Lead Digital Designer of the Microsoft team. Responsible for designing and overseeing the development of all digital and online EMEA campaigns for Xbox, Microsoft Phone and Surface Pro 3.



### Vibrant Media

Senior Digital Designer

June 2013 - August 2014 (1 year 3 months) | London, UK

Design and development of interactive online advertising units. Proposal of new products and advertising formats, with focus on mobile and responsive formats.

2013



### Whitesmith

Co-founder and Lead Designer

September 2011 - March 2013 (1 year 7 months) | Coimbra, Portugal

Co-founder and Lead Designer. Responsible for the design and UX of the unplu.gg web and mobile app. Worked with international clients and gathering new business.



### Universidade de Coimbra

Digital Designer

November 2011 - November 2012 (1 year 1 month) | Coimbra, Portugal

Ideation, concept and design of an iOS and Android mobile tourist guide app.



### Paul Stricker, SA

Web Designer

March 2010 - November 2011 (1 year 9 months) | Aveiro, Portugal

Responsible for the online image, website, newsletters and advertising.

2010



### Bürocratik

Web Designer

May 2009 - October 2009 (6 months) | Coimbra, Portugal

Designed and developed several websites. Worked with front-end development and Flash for multimedia interactive projects.



### Havas Worldwide

Junior Digital Designer

June 2008 - May 2009 (1 year) | Lisbon, Portugal

Designed and developed online marketing media campaigns, including banners, mini-sites, newsletters, interactive advertising, new business. Worked with several premium clients such as Citroen, Peugeot, Optimus, among others.



### 45graus

Founder and Designer

2005 - 2008 (3 years) | Coimbra, Portugal

Founder and designer at 45graus. Worked directly with clients, gathering new business and creating concepts. Worked on web and graphic design.

2005