



FERRANDESIGN

João Ferrand / Graphic Designer / Portfolio

CV



João Ferrand

Graphic Designer

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Throughout my career, I have always tried to ensure that the passion and enthusiasm for my work has shone through. Despite my success as an independent designer, I have found that it is through a team that I have achieved my greatest potential.

I have learnt that having a platform to question and develop ideas harnesses greater creativity - although realising creative inspiration doesn't come without its obstacles! Time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of design lie in communication.

In all my work, I have relished these challenges and used them to fuel my ambition and maintain my own high standards.

AWARDS

2011 - Zon Multimedia Awards

Finalist of the Zon Multimédia Awards / Honors Award - iOS Game "Stringz"

2012 - APMP - Portuguese Multimedia Association

Winner of the National Multimedia Award - Stringz-HD

2012 - App Circus Vodafone

Finalist at the App Circus Contest - Lisbon (by Vodafone)

2014 - ADC/IDC - Information and Communication technologies Awards

BESI - DashBoard Design - 1st Prize / "IDC - Analyse the Future"

Competitions

2007 - International Competition for Urban Restoration: Royal Marine Don Carlos I

Valence [Spain] - Design presentation for Ilya Semionoff Arquitect

EDUCATION AND QUALIFICATIONS

1993-1994 - Sonoma Valley High School - California - U.S.A.

11th Grade - Architecture Design / Art Design

1994-1995 - Secondary School Avelar Brotero - Coimbra - Portugal

12th Grade - Arts

1995-2000 - University Degree at Fine Arts School of Oporto - Graphic Design

(pre-bologna).

SKILL SET

Over 20+ years of industry experience across all design disciplines Advanced knowledge of Adobe CS, Photoshop & Illustrator Advanced knowledge of end-to-end process's with extensive experience in UX and UI, specific to product development.

Extensive knowledge of both Mac and PC platform.

Word, PowerPoint and e-mail applications.

Knowledge and experience in Game Design, DashBoard, Big Data Interfaces and Responsive Web Design solutions.

...but the main tool is my Love for Art and Design.

Reference

If you would like a reference, please don't hesitate to ask.

To access full portfolio work please link to: www.joaoferrand.com

CV

PROFESSIONAL EXPERIENCE

2010-2017 - Creative Director at WingzStudio® / Graphic +Game Designer

I worked 7 years on this company driving game design projects to its success plus several digital projects for international clients. It was such a rich experience and gave me all the necessary skills and experience to feel very comfortable working on this industry. Wingstudio® won several prizes with their apps and games on iOS, Android and Windows Phone projects. Gained valuable experience in UI/UX and design for mobile tools & internet applications.

www.wingzstudio.com

2005-2009 - CEO at Joaoferrand.com/ Communication Design and Web Design

Leading the studio as CEO and working as design lead within re.fresch, day to day was balanced by the hundreds of aesthetic elements and technical events required to make designs great, function well and resonate with users. Gained experience in turning company profiles into infographic journeys.

www.joaoferrand.com

2004-2019 - ITAP - Instituto Técnico, Artístico E Profissional de Coimbra.

Coordenador of the Course of Graphic Communication.

Teacher since 2004 - Marketing, Computer Graphics Arts and Publicity.

This was very important on my career to develop interaction with students and group activity skills.

www.itap-net.org

2002-2005 - Internship at BLIM – Blue Light Imagination, Lda — Portugal

I explored the realms of design through a multitude of innovative & exciting platforms. Website design & branding were key elements, as well as daily management of client expectations.

www.bluelightimagination.com

MOST RELEVANT PROJECTS

Graphic Design:

Vale da veiga, ArquiSuites, Efapel, RockPlanet, A Portuguesa, RoIcall, Barbox, Rock Café, Vienna Health Care, Theatrix, Gateway, Doctor Scoot, Bar do Rio, The Murphys Irish Pub, CDF / CDB University of Coimbra, , CASA, Sapientia, Turbo Drinks, UWH Europeia Championship, Coimbra World Piano Meeting, Ocean Trader, Amorosoln-vestments, Megan Davis Dressage, TBI Consulting, Vetplus; Figueira Folia; Casino da Figueira da Foz; FHC – Farmacêutica; Irish PUB; ; N10 Indoor; Rock Café; Irish Pub Coimbra; Coimbra Viva SRU; Parque Verde Mondego; ; Câmara Municipal de Arganil;; ANMP – Associação Nacional de Municípios Portugueses; Rui Oshoe; Quallogics; Ancia; Rstaurante “A Portuguesa”; Simétrica; ITAP; ACESA; CEVITAS; Câmara Municipal de Oliveira do Hospital; Rock Planet Coimbra; AAC - Académica de Coimbra; ISMT – Instituto Superior Miguel Torga; OpenInvest;; Present-Tecnologies; TWINS – Tourism and Wine Sinergies; Sindicato dos Professores da Zona Centro; Classegest; Ius Gentius; Domingo no Mundo; Editora Ariadne; Editora Quarteto; Soporcel; AIRC – Associação de Informática da Região Centro; Camara Municipal da Figueira da Foz; Clinica Maló; Vodafone; Câmara Municipal de Cantanhede; Fantasporto; Câmara Municipal do Porto; CCRC – Comissão de Coordenação da Região Centro; CCRN – Comissão de Coordenação da Região Norte; ADETURN; SMTUC – Serviços Municipalizados dos Transportes Urbanos de Coimbra;

Graphic Design for +40 book covers for QUARTETO EDITORA - Coimbra.

Web Design:

Ilya Semionoff Architecture, WingzAnalytics, CDF, CDB, Sapientia, Simétrica, Navigator, Farmaciadigital.com, Bet&Win, D-Attitude.com, AEISMT (AE-Instituto Superior Miguel Torga), A.N.J.J.- Associação Nacional de Jovens Jornalistas, Queima.com, Latada.com, OpenInvest, Luis Neves – Advogados, Present-Technologies, Associação de Desenvolvimento do Dão, Orlacadémica, LopesGarcia- Consultores, Expoimpacto, TWINS- Wine Sinergies, EscolaGlobal, Sindicato dos Professores da Zona Centro.

CV

Apps:

FMIS / IATA Air Line Fuel Management , Rota das Dinastias (audio Guide), GateWay

DashBoard Design:

IATA, GeoStar, Microstrategy, Optimal, GetWise, BESi, SMC, IcelanAir, YuBuy, Alcatel Lucent, Consulting League

Political Marketing Projects:

Political Marketing Campaign for the Mayor of Coimbra Dr. Carlos Encarnação (POR COIMBRA) – Autárquicas 2001 e Autárquicas 2005.

Invited by a large Political Marketing Company in Brasil / Curitiba - PMP, to work on the production of 4 political marketing campaigns for 4 candidates to Governors e Senators of the State of Santa Catarina.

Political Marketing Campaign for the Mayor of City of Lousã - Dr. Fernando Carvalho para a Presidência da Câmara Municipal da Lousã – Autárquicas 2005.

Political Marketing Campaign for the Mayor of Arganil - Dr. Ricardo Pereira Alves para a Presidência da Câmara Municipal de Arganil– Autárquicas 2005.

Political Marketing Campaign for the Mayor of Soure - Dr. Carlos Páscoa para a Presidência da Câmara Municipal de Soure – Autárquicas 2005

Political Marketing Campaign for the Mayor of Oliveira do Bairro - UPOB independent party for Presidência da Câmara Municipal de Soure – Autárquicas 2005

OTHER SKILLS, SPORTS and PROFILE COMPETENCES:

- Junior High Level Competition Swimmer - ACM
- Varsity Level Basketball Player – USA - Califórnia - Sonoma Valley High School.
- Skydiving Course – FPP – Federação Portuguesa de Paraquedismo and completed +350 Skydiving Jumps and landed safely AM – Altitude 12.000 / 16.000 feet.
- Co-Founder of a association promoting Under Water activities - “Sharks Coimbra”
- Broke the National Record of Apnea with Monofin 2010 – AIDA
- Represented the Nacional team at the World Cup of Under Water Hockey Championship - SLOVENIA
- Represented the Nacional team at the Euro Cup of Under Water Hockey - PORTUGAL
- Surf and Stand Up Paddle Instructor level 1.
- Owner of a XSports Company - Rhino Xperiences - www.rhino.fun

OTHER RELEVANT INFORMATION:

- In 1997 developed some experimental work at PIXAR® at the old Ockland Facilities Animation Studios learning with the orientation of Michelle Meeker on how to work with their tools developed by Steve Jobs.
- Invited by Lee Armstrong e Kamela Portugue (Directors of Pictures in Motion, Specialized in Puppeteering, went to San Francisco Bay Area Puppet Guild Meeting, with the orientation of de Mike Ozz.
- Speaker at TED X Coimbra - Escola Superior de Educação – “Design e Tecnologia”
- Speaker – Conference / ISTL - Jornadas de Engenharia Informática/ Gaming Design
- Speaker – Conference / UA - Conferências de Marketing “atUALiza-te” – U.A. - Aveiro
- Speaker – Microsoft Game Dev Conference - Microsoft Lisbon / 18 of July 2014
- Speaker at ComiCon Portugal / Game Developers Guild - 2014
- Chief Coordinator of a Homeless Care Center group. Every month prepares 80 meals and serves them to more then 80 homeless people in his home town - Coimbra.



Project:

ARCHI SUITES

- Project of corporate identity for a concept of a Cabinet of Architecture that combines both the office and a high quality hosting home for visitors of the City of Coimbra.

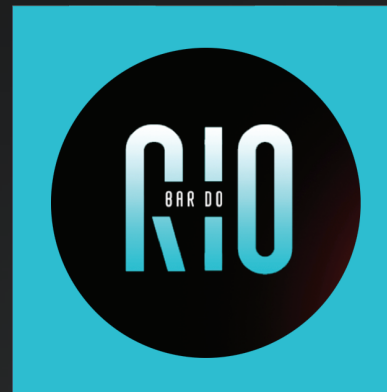
STATIONARY DESIGN



Projects from left to right:

- Sapiencia - Investment Group
- H-Man - Facilities Management

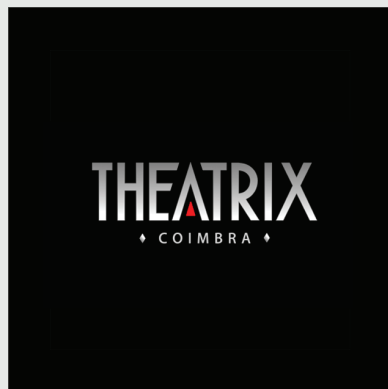
STATIONARY DESIGN



Logos from left to right:

- Restaurant "A Portuguesa"
- Amoroso - Investments & Construction
- Bar and Pub - "Bar do Rio"
- H-Man - Construction & Maintenance
- Casa Cor de Rosa - Care Center

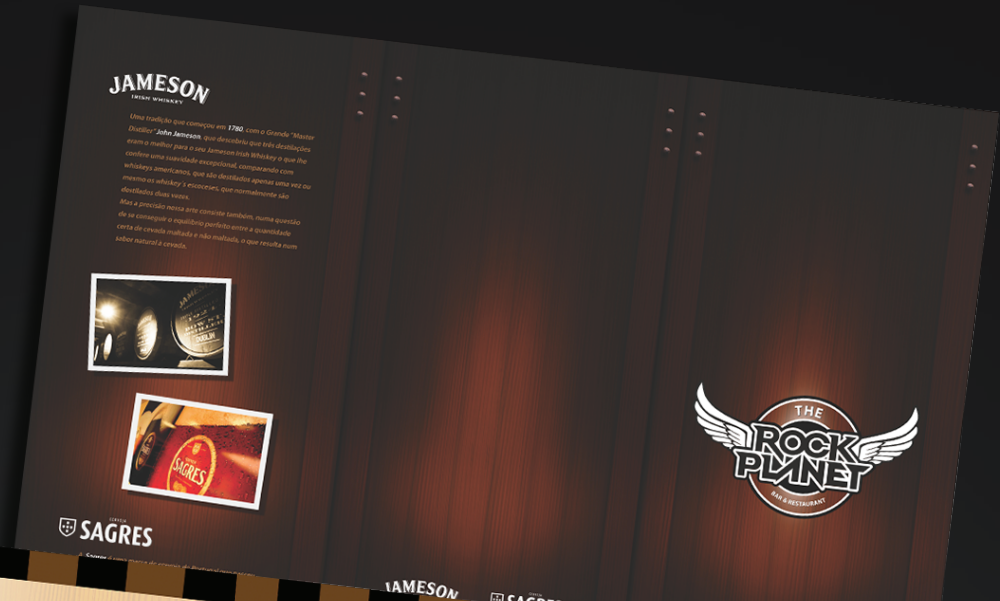
BRANDING



Logos from left to right:

- Theatrix - Night Club
- Barbox - Frozen Yogurt
- WingzStudio®
- The Jamp Project - Educational Game
- Rock Café - Pub

BRANDING



BEBIDAS / DRINKS
Bum Appetite | Enjoy Your Drink

Bebidas / Drinks		Aperitivos		Cocktail's	
Águas Waters		Aperitivos Aperitifs		Cocktail's sem Alcool Mocktail's	
Água Mineral s/ Gás Mineral Water	€1.20 €2.30*	Martini / Moscato / Vinho Madeira	€4.00 €5.00*	San Francisco Cachaça com limão / Cachaça com limão e gengibre	€6.00 €7.00*
Água Mineral c/ Gás Sparkling Mineral Water	€1.50 €2.50*	Perrier / Campari / Ricard Perrier / Ricard	€4.00 €5.00*	Planet Free Cachaça com limão / Cachaça com limão e gengibre	€6.00 €7.00*
Sumos Naturais e Batidos Waters		Porto Vintage / (vinho 0.175 l) Port Wine / (bottle 0.35 l)	€2.00 €2.50*	Cocktail's com Alcool Cocktails with Alcohol	
Sumos Laranja / Limão / Tomate (Orange / Lemon / Tomato)	€3.50 €4.00*	Bebidas Brancas (Espirituosas) Spirits Drinks		Capirinhas e Derivados Cachaças	€6.00 €7.00*
Outros Sumos (compal) Others	€2.30 €3.00*	Gin / Rum / Vodka	€6.00*	Mojito Rum, limão, açúcar e menta / Rum, lime and mint	€6.00 €7.00*
Batidos de Fruta Natural Mix Shakes	€3.50 €4.00*	Vodka Black / Bacardi Limon	€7.00*	Cosmopolitan Vodka, triple sec, limão e açúcar / Vodka, triple sec, lime and sugar	€6.00 €7.00*
Refrigerantes Soft Drinks		Tequila / Malibu / Absolut Vodka	€7.00*	Alexander Brandy, limão, açúcar, leite e creme de leite / Brandy, lime, sugar, milk and cream	€6.00 €7.00*
Sumo / 7UP / Pepsi / Ginger Ale / Água Tônica / Cola / Guaraná Soda	€2.00 €3.00*	Havana Reserva / Bombay Sapphire Havana (7 anos)	€8.00* €10.00*	Long Island Ice Tea Vodka, rum, triple sec, limão e açúcar / Vodka, rum, triple sec, lime and sugar	€6.00 €7.00*
Cervejas Beers		Licorez Nacionais Portuguese Liqueurs		Sex on the Beach Vodka, rum, triple sec, limão e açúcar / Vodka, rum, triple sec, lime and sugar	€6.00 €7.00*
Sagres (Cachaça / Preta / Branca)	€1.80 €2.50*	Licor Belo / Amarguinha / Triple Seco / etc.	€6.00*	Tequila Sunrise Tequila, triple sec, limão e açúcar / Tequila, triple sec, lime and sugar	€6.00 €7.00*
Guinness	€3.00 €3.50*	Licorez Internacionais International Liqueurs	€7.00*	Daiquiri - Havana / Manga / Maracujá Rum and lime / Rum and mango / Rum and passion fruit	€6.00 €7.00*
Strongbow (Cidra)	€1.80 €2.50*	Whiskey Whiskies		Margarita - Clássica / Mexicana / Manga / Maracujá Tequila, triple sec, limão e açúcar / Tequila, triple sec, lime and sugar / Tequila, triple sec, mango and passion fruit	€6.00 €7.00*
Garrafa - 0.33cl Bottled Beer		Jameson (12 anos) 12 years old	€6.00*	Piná Colada Rum, bebida de abacaxi e leite condensado / Rum, pineapple juice and condensed milk	€6.00 €7.00*
Sagres Zero (Branca / Preta)	€3.00 €3.00*	Jameson (18 anos) 18 years old	€13.00*	Black or White Russian Vodka, licor de café e leite / Vodka, coffee liqueur and milk	€6.00 €7.00*
Boémia	€2.50 €3.00*	Bushmills (12 anos) 12 years old	€27.00*	Outras bebidas Other Drinks	
Heineken	€2.50 €3.50*	Bushmills (16 anos) 16 years old	€8.00*	Champagne / Espumante Champagne / Sparkling Wine	
Budweiser	€3.00 €3.50*	Novos Ecossees New Scotch	€11.00*	Raposeira Reserva Bruto	€16.00 €18.00
Corona Extra	€3.00 €3.50*	Scotch (12/18anos) / L. Drambuie Malt	€17.00* €7.00*	Mumm	€20.00 €22.00
Desperados	€3.00 €3.50*	Jack Daniels / Four Roses	€11.00* €11.00*	Murganheira Reserva Bruto	€64.00 €70.00
RTS Garrafa Bottled RTS Drinks (Ready to Serve)		Aguardente Brandy		Ruynard	€78.00 €85.00
Smithoff Ice	€4.50*	Brandy (Maieira / Croft)	€6.00*		
Red Bull	€4.50*	Aguardente Velha D'Alma Cognac Hennessy Fine	€15.00* €15.00*		

Project:
ROCK PLANET
Bar & Restaurant
- Brand
- Drinks brochure

BRAND DESIGN



Project:

ROCK PLANET

Bar & Restaurant

- Illustration concept for the Interior
Design using a client's photo during
the building process of the project.

ILLUSTRATION



Project:

VALE da VEIGA
- Winery and Wine label
Douro Region - Portugal

LABELS



Project:

EFFAPEL

- Work Station Products Brochure.

PRODUCT
BROCHURE



Project:

- UWH - European Championship
- Rolling Stones Concert City Map
- City Hall of Coimbra Info Mail

BROCHURE



Project:

- CAE - Agenda - Figueira da Foz
- Rhino Xperiences

BROCHURE



Projects from left to right:

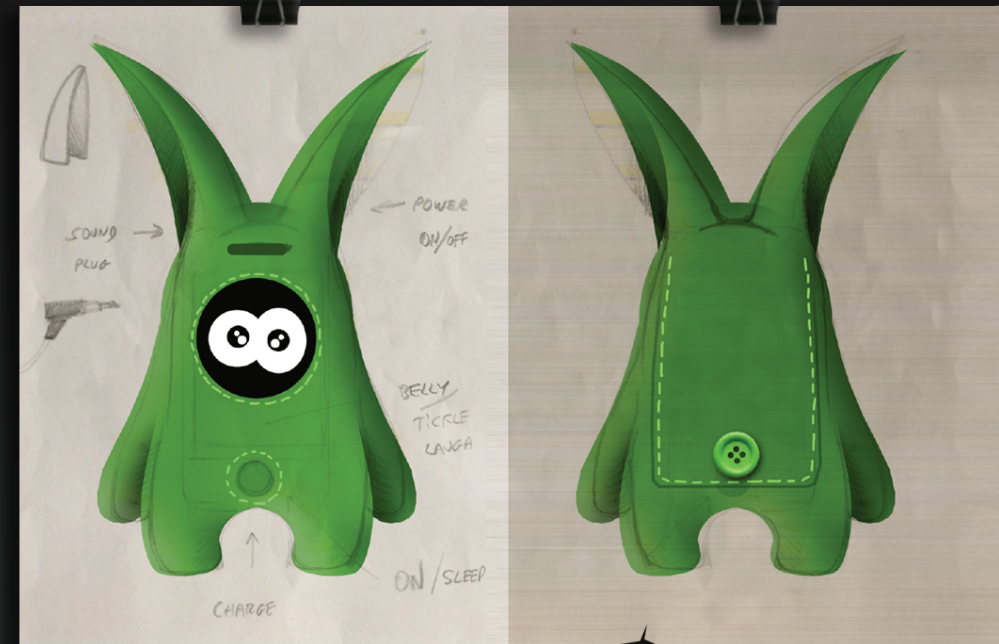
AQUILES DELLE VIGNE

International Music Academy

- Galina Zhukova (Pianist)

- Ruben Micieli (Pianist)

CD COVERS



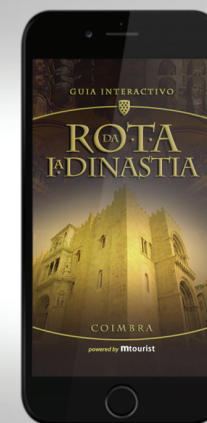
Illustrations from left to right:

WINGZSTUDIO®

- Concept Game Design

- "Greeny" - Concept Design Skin for an
interactive kid's "Robot App" for iPhone.

ILLUSTRATION



Projects from left to right:

- Gateway - App

- Rota das Dinastias

Interactive digital and audio Guide
for the City Hall of Coimbra.

APP DESIGN



Project:

BESI - Corporative DashBoard Design
ADC/IDC /CIO
AWARD WINNING PROJECT

DASHBOARD
DESIGN



Project:

OPTIMAL
Manufacturing Intelligence
Big Data - Corporative Dashboard
ISRAEL

DASHBOARD
DESIGN



Project:

GETT WISE

Big Data - Corporative Dashboard

ISRAEL

DASHBOARD
DESIGN



Project:

GEOSTAR®
 Software Management Center
 Big Data - CEO Corporate Dashboard

DASHBOARD
 DESIGN



Project:
 MICROSTRATEGY
 Big Data - Corporate Dashboard

DASHBOARD
 DESIGN



Project:
 REDBEND®
 Software Management Center
 Big Data - Corporate Dashboard

**DASHBOARD
 DESIGN**



Project:

ICELANDAIR®
Software Management Center
Big Data - CEO Dashboard

DASHBOARD
DESIGN



Project:

STRINGZ HD

iOS Award Winning Game

GAME DESIGN



Project:

"THE JAMP PROJECT"

Interactive Learning game for

Music Schools.

Gamification of Piano Learning

GAME DESIGN



Project:

BLOKTRIS

iOSGame exclusive for Apple TV

GAME DESIGN

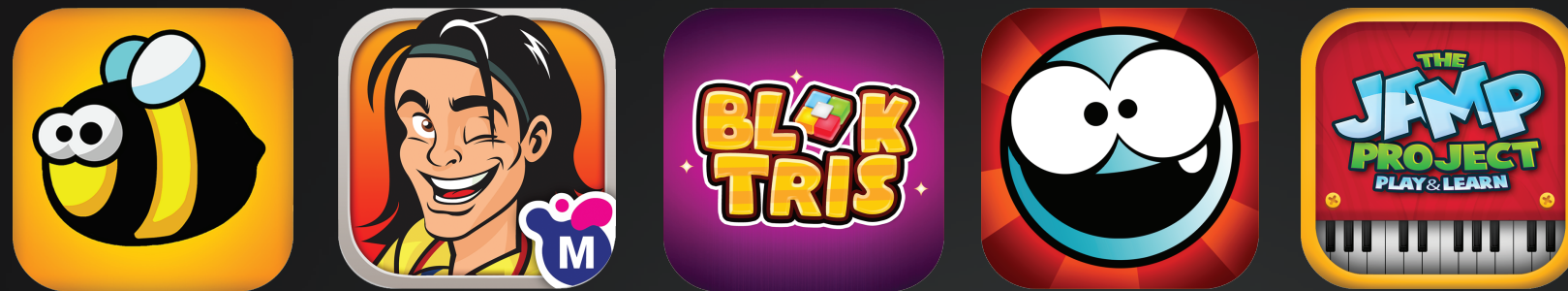


Project:

FALCAO vs ALIENS

Official game of the Super Soccer Star,
Radamel Falcao.

GAME DESIGN



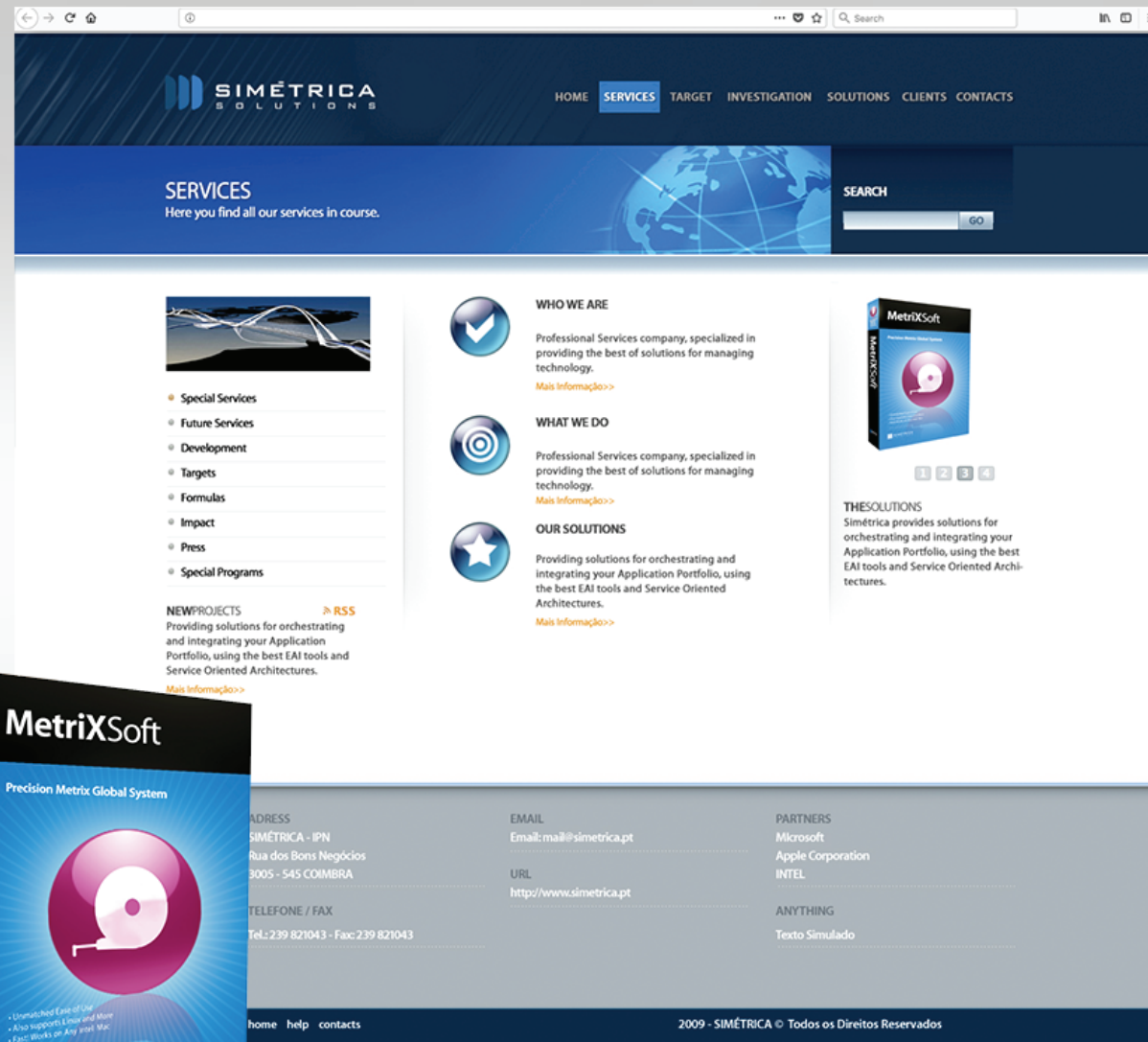
Icons from left to right:

- To Bee or Not to Bee"
- Falcao vs Aliens"
- BlokTris"
- Stringz HD"
- The Jamp Project"

GAMING ICONS

Project:
SIMÉTRICA

WEB DESIGN



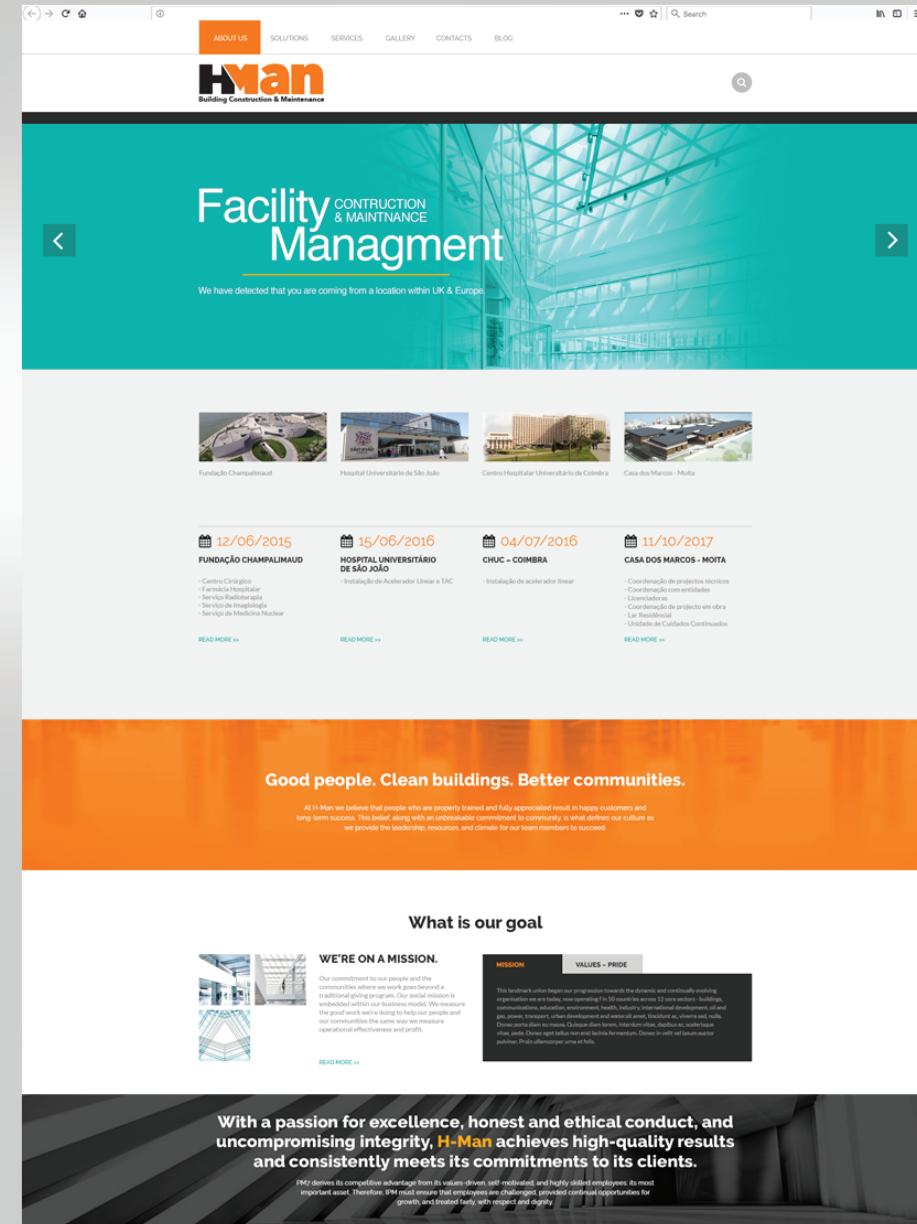
Project:
UNIVERSITY OF COIMBRA
- Centro de Direito Biomédico

WEB DESIGN



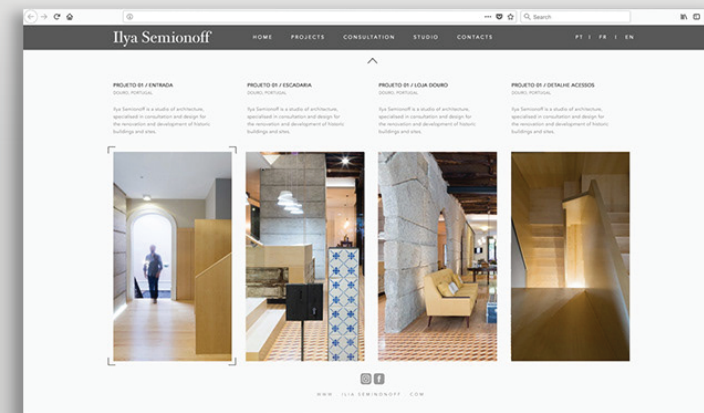
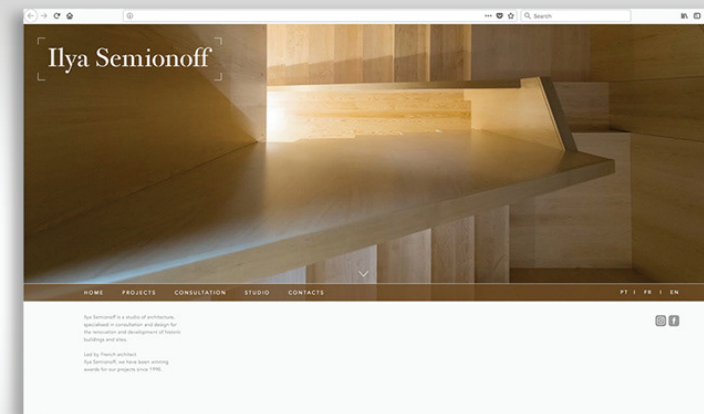
Project:
H-MAN
Company WebSite

WEB DESIGN



Project:
Ilya Semionoff - Architect

WEB DESIGN



"Design requires imagination. It requires Creativity. Creativity requires experience and experience comes from your life."

THANKYOU