

HI THERE!

I'M LUÍS FARDILHA

MULTIMEDIA DESIGNER

I'm a Multimedia Designer who turns complex ideas into simple, engaging digital experiences.

My path has spanned graphic design, branding, and digital communication, evolving more recently into UI/UX and Product Design — always guided by the same principle: great design starts with understanding people.





EDUCATION

Escola Superior de Educação de Coimbra

2024 - 2024

Postgraduate Degree in Web Design and Usability

Grade: 16/20

APEU-FEUC

2018 - 2019

Postgraduate Degree in Digital Marketing

Grade: 16/20

Restart - Creative Education

2017

Course in Audiovisual Production for Television

Grade: 15/20

Instituto Superior Miguel Torga

2013 - 2016

Bachelor's Degree in Multimedia

Grade: 16/20

CERTIFICATIONS

Google UX Design

2025 - 2026

Figma UI UX Design Essentials - Udemy

2024

Certificate of Pedagogical Skills - IEFP

2022

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



INTRO

EDUCATION

**WORK
EXPERIENCE**

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT

WORK EXPERIENCE

BRNDTS, Unipessoal Lda

October 2024 - June 2026

At BRNDTS, I played a key role in shaping the company's visual identity and digital presence. I led the complete rebranding of the company, designing a new visual identity and logo that established a consistent, modern brand image across every touchpoint. Building on that foundation, I designed two websites from the ground up and produced all corporate presentations, internal documentation, and the visual assets used across social media, newsletters, and marketing channels, along with promotional videos for the website and commercial campaigns.

As part of the product development team, I designed UI mockups for multiple digital products and produced UX and Product Design documentation, working closely with the team to create user-centered solutions that balanced business objectives with intuitive user experiences. This dual role — spanning brand identity and product design — gave me a broader perspective on how visual communication and user experience work together to support a company's growth.

Instituto Pedro Nunes

September 2019 - September 2024

I was responsible for creating and managing a wide range of multimedia and communication materials that supported the institute's innovation ecosystem and international projects. I led the photography and video production for all events, producing promotional videos for research and innovation initiatives, while also creating visual content for social media, newsletters, and marketing campaigns. I designed a variety of printed materials, including annual reports, flyers, roll-ups, and banners, and developed several WordPress websites for IPN initiatives, including Summer@IPN and IneoStart, alongside branding and rebranding projects for startups within its ecosystem, such as Sentilant.

During the COVID-19 pandemic, I took on responsibility for delivering IPN's virtual events through livestream platforms. One of my most significant experiences was supporting international events organized by EBN, where I managed the live broadcast and conducted the onboarding of more than 30 international speakers in English, ensuring that every session ran smoothly and professionally — an experience that strengthened my technical, organizational, and communication skills in a fast-paced international environment.



INTRO

EDUCATION

**WORK
EXPERIENCE**

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT

WORK EXPERIENCE

ApplianceARTS

March 2018 - April 2019

I was responsible for designing and producing a wide range of print and digital communication materials, including catalogs, brochures, flyers, and other marketing assets, ensuring consistency with the company's visual identity. I also created visual content for social media and supported the company's digital communication strategy.

In addition, I captured and edited photography and video content showcasing completed lighting installations and photovoltaic projects, producing high-quality visual materials for promotional campaigns, the company website, and marketing initiatives.

Leopardo Filmes - Produção e Distribuição Cinematográfica

October 2017 - December 2017

As part of an extracurricular internship, I contributed to the production of the feature film Linhas Tortas, directed by Rita Nunes, gaining hands-on experience across multiple stages of filmmaking. During pre-production, I created the opening sequence for a fictional television program featured in the film, coordinated the recruitment and scheduling of extras, and assisted with production planning to ensure the shooting schedule ran smoothly.

Throughout filming, I took on several operational roles, including Driver, Script Supervisor, and 2nd Assistant Director — responsibilities that required strong organizational skills, attention to detail, and close collaboration with the production team to ensure the efficient execution of daily filming activities.



SKILLS & PROGRAMS

INTRO

EDUCATION

WORK
EXPERIENCE

**SKILLS
& PROGRAMS**

PORTFOLIO

CONTACT

SKILLS

Graphic Design		Expert
Video Editing		Expert
Photography		Expert
Motion Graphics		Proficient
Web Design		Proficient
UI/UX		Proficient
Product Design		Competent
Social Media		Proficient

PROGRAMS

Illustrator		Expert
Photoshop		Proficient
InDesign		Competent
Premiere Pro		Expert
After Effects		Proficient
Figma		Proficient
Wordpress		Competent
ChatGPT		Proficient
Claude		Proficient
Confluence & Jira		Proficient
Teams & Slack		Proficient
PowerPoint & Word		Proficient



PORTFOLIO

LOGO DESIGN



MODENERLANDS'25
CA20109 International Conference

Inspired by the marine environment, this logo unites water and wind: the central droplet represents the ocean as a source of clean energy, while the negative space suggests offshore wind turbines. The flowing shapes evoke movement and continuous energy.



The circular, organic form of this logo conveys growth and transformation, while an integrated leaf makes sustainability a core value rather than decoration. The green palette balances innovation with environmental responsibility.



This abstract symbol forms the initials H and F while suggesting a mountain silhouette — a nod to Switzerland's landscape. Bold shapes convey strength and stability, while the red and black palette reinforces energy and determination.

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



PORTFOLIO

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT

LOGO DESIGN



The Acelera@UC logo combines the letter A with an upward arrow, symbolizing acceleration and growth — a direct reference to the program's name, Acelera + UC. The bold orange mark stands out against the deep blue background, creating a confident, energetic identity for the entrepreneurship acceleration program.



The Sentilant logo transforms a truck tire into the letter S, directly connecting the brand's visual identity to its core business in transportation and telematics. The continuous, folded shape suggests movement and flow, reflecting the company's focus on optimizing operations and logistics. The blue-to-teal gradient conveys a modern, tech-driven identity suited to a data and connectivity-focused service.



NEET MAKER

Built from modular 3D blocks that assemble into the letter N, the Neet Maker logo mirrors the project's structure of independent training modules. The three-dimensional style reflects the maker culture central to the program, while the varied colors represent its range of skills — from digital fabrication to tech and soft skills.



PORTFOLIO

REBRANDING

OLD LOGO



NEW LOGO



The IneoStart logo combines three concepts into a single mark: the letters 'is' (from IneoStart), a location pin representing place and presence, and a circular diagram symbolizing structure and organization. Together, they form a compact, modern icon that reflects the initiative's role as a structured hub connecting people and ideas.



INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



PORTFOLIO

REBRANDING

OLD LOGO



NEW LOGO



The BRNDTS icon is built from four elements representing the key players in the advertising ecosystem: ads, ad viewers, content creators, and publishers, who bring everything together on their platforms. Rotated -90° and mirrored, the icon also reveals a hidden reference to an old movie camera, a nod to the storytelling roots of advertising. The Exo typeface conveys strength and a tech-forward aesthetic, while the blue-to-green gradient reflects trust, creativity, and innovation — together forming a cohesive identity for a company at the intersection of advertising and technology.



INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

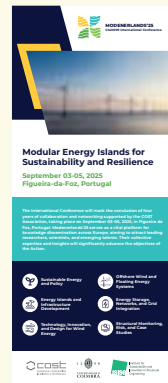
PORTFOLIO

CONTACT



PORTFOLIO

GRAPHIC DESIGN



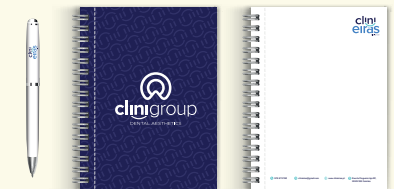
Rollup



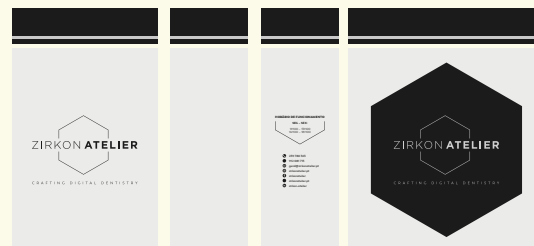
Event Background



Annual Report



Merchandising



Store Front Cover



Banner



Case Studie

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



PORTFOLIO

WEBDESIGN



Goodenteq



Clinieiras



Dentalinfo



João Santos Organista



Século Consciente



WattsUp

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



PORTFOLIO

VIDEO

INTRO

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



ABsmartly - 60 second whitepaper



ABsmartly - Webinar



EBN - CAST Promo Video



BRNDTS - Promo Video



BRNDTS - Strategies Video



Ineo Start - Promo Video



IPN Services - Indústria 4.0



IPN Rewind 2020



Prá Frente é que é o IPN



CONTACT

I'm currently open to new opportunities and always happy to discuss how my experience in design could add value to your team. Feel free to reach out, I'd love to hear from you.

INTRO

ABOUT ME

EDUCATION

WORK
EXPERIENCE

SKILLS
& PROGRAMS

PORTFOLIO

CONTACT



Coimbra, Portugal



luisfardilha



fardilha.luis@gmail.com



www.luisfardilha.com



+351 914 795 105

Thank you for taking the time to go through my work.