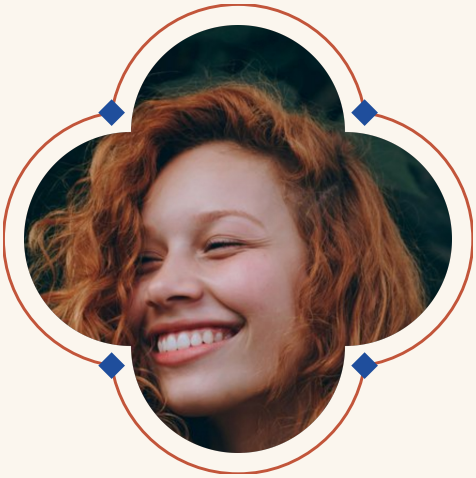

BRAND DESIGNER

Marisol Ferreira

Brand designer working between Porto and Lisbon, mostly on identities for food producers, small publishers and the occasional stubborn museum.

CONTACT

+351 912 004 118

hello@ferreira.studio

Rua do Almada 74, Porto

EDUCATION

2014 – 2016

Faculdade de Belas-Artes, Porto

MA Communication Design

Thesis on vernacular Portuguese shop lettering.

2009 – 2013

Universidade de Aveiro

BA Design

Minor in printmaking and letterpress.

EXPERTISE

- Typography
- Brand Systems
- Art Direction
- Motion
- Packaging
- Illustration

> *I like the slow part of the work: reading the archive, drawing the wordmark forty times, then throwing away the thirty-nine that were merely clever.*

WORK EXPERIENCE

Art Director — 5 YEARS

ESTÚDIO CORVO, PORTO

Led identity and packaging for eleven producers, and built the studio's type system.

Senior Designer — 3 YEARS

PAPEL & TINTA, LISBON

Rebuilt a forty-year-old publishing imprint's covers and catalogue in one season.

Brand Designer — 2 YEARS

NORTE STUDIO, PORTO

Identity, signage and a wayfinding kit for a market hall that had none.

Junior Designer — 2 YEARS

CASA VERMELHA, AVEIRO

Production artwork, retouching, and the studio's first file-naming convention.