

fernanda b. prado

fernandapradottt@gmail.com
+ 55 11 98175 3589
fernandaprado.art

about me

I'm from são paulo, I'm 31 years old and I graduated in product design. I have been working with graphic and illustration projects since 2010. In 2013 I learned to tattoo and did it for almost seven years - which gave me a lot of experience in illustration and in the refinement of details.

currently, my main occupation is in graphic design and illustration, mainly for the production of graphic art and concepts for props in production design - including films, series, music vídeos and advertisement.

in addition, my skills include editorial design, creation of visual identities, presentations and marketing and social media pieces.

I am very interested and inspired by architecture, gastronomy, art, cinema, entertainment, fashion and technology.

education

product design

graduated in product and services design at instituto europeo di design (2012-2015)

visual arts

completed two of the four years of the visual arts graduation course at centro universitário belas artes (2010-2012)

2023
são paulo,
brazil.

work experience

(2011-now)

freelance * illustration and graphic design

from 2011 and on, i've been doing art direction, presentation design, visual identity and illustration freelance work.

in the last year, my focus has been on producing graphic art and concepts for film production design, having produced pieces for brazilian and international music videos and several advertisements.

(2012-2013)

rock comunicação * art assistant

in my nine months working at rock comunicação - an events and selling point activation agency - i created several key visuals and layouts for clients such as nespresso, gafisa, whirlpool, brfoods, among others.

(2010-2012)

editora abril * art intern

i started my career as an art intern at casa claudia luxo - an architecture, art and interior design magazine published by the former editora abril. there, i gained experience with content research, interiors photography production, art direction and editorial design.

courses

conceptual flagship stores v.m.

this course was ministered by director of research and innovation, marcia holland and focused mainly in conceptual flagship stores. the program included target research, visual merchandising, user experience and interior design.

skills

softwares: advanced photoshop, illustrator and indesign; advanced powerpoint and keynote; intermediate rhinoceros. **languages:** native portuguese, fluent english and basic spanish.