

**HEY,
WELCOME
2015 NUNO
PEREIRA**

**_ understand /
_ create / craft
/ reveal /**



LET'S START

With over 20 years experience in launching multi-channel brands across all sectors, I see myself as an image-maker, combining insight and creativity with an inherent understanding of the real world.

I'm a creative, strategic Brand Designer experienced in Branding, Print, TV Branding and Editorial. I have been a graphic designer and creative for 20 years, working accross design, branding and communication.

My experience was gained working in some of Portugal's best studios and in the Middle East's most important companies. Over time, I developed an in-depth understanding of branding, with a keen eye for consistency and detail in typography and visual language.

I've had the great fortune to work with some amazing professionals and multidisciplinary teams throughout my career, working across the most diverse sectors such as finance, corporate and governmental, retail, education and health, events and sports among others across the region.

My approach to design is always idea-driven and involves reducing a concept down to its essence.

I am an adept of more than just aesthetically pleasing projects: Concept, Content, Design and Implementation are all crucial, whilst collaborating with a number of talented designers, photographers, illustrators, type developers, students, artworkers, printers or packaging specialists is equally valuable.

Working well under the constant pressure of project deadlines, I'm passionate for solving problems and participating in the creative conceptualization of new projects with proven communication and leadership skills.



037

I'm also an obsessive professional, award-winning creative and a results oriented hands-on manager who believes strongly in raising the standards of visual communication and encouraging others to maintain those standards - a passionate leader with a proven track record for translating complex ideas into slick, successful brand concepts, managing and motivating interdisciplinary teams.

contact info:

**Nuno Pereira _ understand /
create / craft / reveal /**

e. nuno@037pereira.com

t. +974 3393 4479

and you can also visit:

www.037pereira.com

ABOUT ME

Born in Lisbon (Portugal) in 1972, I started to sketch comic books by the age of 5 and later decided to be an architect, but in 1991, thankfully, I entered the university of art and design, finishing my degree in graphic design by 1996.

Since then, I developed my creative skills working in several national and multinational design studio companies in Portugal, like Ogilvy Design (member of Ogilvy Worldwide and WPP Group) where I worked for 54 months (2000 / 2004) as Senior Designer and Team Leader, exploring all design areas (branding, editorial, packaging, print, retail, etc.) keeping a close relation with advertising, developing creative design solutions for a variety of clients, such as Cisco, Ford, Nestlé, HP, Europcar, Xerox, Johnson/Johanson, Renault, etc..

Prior to that, in 1998 I held a position of Design Director at SerDesign over 3 years. During my time as director, my managing technique was mainly focused on strong teamwork, group goals and job enrichment.

The portuguese private agency played a major role on developing a successful graphic style, which was widely recognized in the market.

By then I've learned my lesson and stopped using the word "final" in any file name when saving.

In 2004, People Connection was born as my personal project. I established a small design studio in the center of Lisbon, a challenge that gave me the opportunity to enrich myself both professionally and personally, as I was forced to organize my work and responsibilities while mixing work with fun and artistic pleasure. With a small team of 5 designers, the agency ventured into different design areas: branding, retail and design projects of different scales and across Lisbon and the country.

In September 2008, I moved to Doha, Qatar, to work with FITCH MENA (member of WPP Group, again...) as the Associate Design Director for the Doha office. It was a great challenge to venture in a continent where business, culture and lifestyle have a different structure and form. With this move, a new journey kicked off and I started developing brand design solutions for Qatar and the

whole Middle Eastern region, whilst supervising a team of eclectic designers, overseeing the full brand design process, from concept generation, brand architecture and hierarchy planning, design development, artwork, proofing, prototyping, guidelines development up to the management of the implementation phase.

In 2011, a new opportunity and challenging project led me to Beirut where I joined the region's premier branding agency - Brandcentral, M&C Saatchi MENA's Brand Division.

As Brandcentral's Design Director, my role was to promote the local understanding with international creative standards, providing both creative and strategic direction for the branding and below-the-line design teams for any project across the MENA region, from Lebanon to Iraq, Kurdistan to Saudi Arabia, Bahrain to Qatar, Jordan and Morocco, working and developing local and international brands such as GlobeMed, Rudaw TV, OTV, RGH Group, Khoury Home, BA United, Azadea, Mazaya, Ixsir, Al Mada TV, Saudi TV, Morocco Mall, Cimenterie Nationale, Gallerie Matta, among others.

For more than 2 years at Brandcentral and M&C Saatchi, I managed, guided and inspired a team of 12 designers and led them to learn how to work with passion and with strong belief that they can deliver beyond their potential. Together, and over this period, we achieved all our annual set objectives, elevated the creativity bar, being recognized locally, regionally and awarded internationally.

2013 took me back to Qatar to join Agency 222 in Doha as Design Director. The Qatari-owned advertising and communications agency that covers advertising, branding, sponsorship and activations, research, digital, PR and media promotes creative excellence and robust strategic thinking.

2014 brought a new challenge. As 28's Design Consultant, I worked close with the team to develop new and exiting projects mainly in the cultural and the sports sectors. 28 is a design consultancy founded to provide strategic design services in brand identity and brand communication, translating brand values and vision into a user experience that increases brand value.



PROFESSIONAL INFO



I strongly believe in collaboration, integrity and openness. There is careful consideration behind every design decision I make and it imbues my work with a sense of modern 'craft' and approachability.

EXPERIENCE

1991

Descriptium, Design e Publicidade
Internship / Graphic Design

1993

Atelier de Arquitectura, Antero de Sousa e José Filipe Tomás
Assistant Designer

1994

Projecto Menir, design mágico
Graphic Designer

1995/1998

37 Design
Senior Designer/Team Leader

1998/1999

Planet Design
Senior Designer/Team Leader

1999/2000

Serdesign
Design Director

2000/2004

Ogilvy Design
Senior Designer/Team Leader

2004/2007

People Connection
Creative Director/Partner

2008

Brandcom
Design Director

2008/2010

Fitch, Qatar
Associate Design Director

2011/2013

Brandcentral / M&C Saatchi MENA
Design Director

2013

Agency 222 (Triple Two)
Design Director

2014/2015

28 Design Consultancy
Design Consultant / Design Director

EDUCATION

1991/1996

Bachelor (Honours) in Graphic Design - IADE, Institute of Art And Design, Lisbon, Portugal)

SKILLS

Brand Design / Strategy
Graphic Design
TV Branding
Illustration
Typography
Photography
Retail Design
Signage and Wayfinding
Art Direction
Editorial
Creative Research
+
Illustrator / InDesign
Photoshop / Microsoft Office
+
Portuguese
English
Spanish (Notions)
French (Notions)

COLLATERAL INFO

WHEN OFF WORK

Whenever is possible, I spend time painting and creating sculptures out of recycled objects, aside from graphical and typographical explorations.

Passionate about the sea and nature, I love to ride a bike down a hill or put my headphones on and jump into a snowboard.

Generally I dislike any kind of cheese and waiting for luggage at airports.

As a movie freak, I spend few hours a day in front of TV, also enjoy digital photography, drawing and doodling, cooking, 80's music and all things retro. Being a friend lover, I always have time and a smile for everyone. I also enjoy travelling around the world (from Europe to Asia, North Africa to Middle East) but always fond by Lisbon.

WHAT SOME PEOPLE SAY

Majdoleen Till MD at BrandUnion Dubai (ex-MD at Fitch Qatar) - "Nuno has been one of my greatest hires for Fitch Doha. Nuno is highly creative, and has great abilities in inspiring his teams as well as his clients."

Dave Walker Head of Brand Design at Agency 222 - "Nuno was a pleasure to work with, fastidious with his work and one of the best designers i have ever worked with. A real asset to any company."

Steven Robbie Freelance Designer (Lowe, Fitch, Lambie-Nairn, Interbrand, Partners Worldwide and others) "It was a pleasure working for Nuno over a period of four months at FITCH Doha, he is a highly motivated and professional designer with excellent leadership qualities and committed to get best out of any brief."

Celso Batista Senior Designer at Agency 222 - "Nuno is that kind of manager that you always dream on to have and you never had, is one of the best designers I've worked with, he is that person that you want so badly to have it around such an inspiring and professional person."

David Rafachinho Senior Designer at Ogilvy & Mather - "Nuno is an outstanding designer a great inspiration! We're always learning when Nuno is around!"



LATEST NEWS

2015 Transform MENA Awards

GOLD and Highly Commended

2014 IDA

International Design Awards

GOLD, SILVER and 2 Honours

2014 Transform MENA Awards

SILVER

SEA 'n ART Exhibition

The art piece **Nothing is Impossible** was created for M&CSAATCHI MENA under the concept of "A sea of tradition conveying the purest roots from the Lebanese narrative!" Sea n' Art is a showcase of designs by 50 artists and inventors, displaying their interpretations of the Lebanese Dorade fish also known as the "fridna". The exhibition is a humanitarian cause whereby all the resulting were donated to 3 non-profit organisations involved in children's health.

More at www.sea-n-art.com

2013 ARC Awards

BEST OF CATEGORY Grand Winner.
GOLD, SILVER and 2 HONORS

Jury at **LibanPack**

Student's Awards 2013.

Member of the Advisory Council

at the World Brand Congress 2013.

IdeazPrize Season 2 / 2012

Contestant's Brand Supervisor (Ideaz Prize is an annually televised competition that provides anyone over the age of 16 years with the opportunity to pitch their idea to a jury and win investment in their business idea).

Speaker at TALK20 / Small Talks

Beyond the Image / 2011 / Department of Architecture/Design at the American University of Beirut. An open design discussion highlighting the relationship between the creative work process and the target audience. The power, the spread, and the universality of the image all contribute to its important influence on our work today. By tracing the steps of the design process, this talk will attempt to reveal the layers that build the final image.

Fitch MENA / VCUQatar

Project supervisor for the 2009/10 Student's Retail Project.



037

**_ understand /
create / craft
/ reveal /**



037

**THANK
YOU**

nuno@037pereira.com

t. +974 3393 4479

YOU CAN ALSO VISIT

www.037pereira.com

www.037.weebly.com

**COPYRIGHT
2015 NUNO
PEREIRA**