

curriculum vitae



PERSONAL INFORMATION

Name: • Rui Fernando Mariani de Melo
Telephone: • [+351] 93 345 21 64
E-Mail: • rui@crvdesign.com
Portfolio [Personal Website] • www.crvdesign.com

Residence: • Maia [Portugal]
Nationality: • Portuguese
Date of Birth: • September 20th. 1972

SUMMARY

I am a senior communication designer with 18+ years of professional experience, acquired in Portugal. My professional method is to take full charge of a project's creation /execution, taking full responsibility, from the initial contact with the client to the finished work; During my professional years, I've experienced working both in freelance status as well as in full time, such as the case of "Blue Dog - Design, Marketing e Publicidade", and "Flyby - Comércio de Material Aeronáutico, Lda"; Regarding this last one (Flyby), I started my relationship with the company on the year she was created, in 1998, until its extinction, in 2015. Except for a very early period, I can say that I was directly responsible for all of the companies' visual image. My position evolved in order to create and manage an autonomous graphic department within the company - 'Kuervo Design'. Both as Kuervo design's manager and as a freelancer, I've developed a broad range of graphic projects for commerce, industry, services and public institutions e.g. corporate image, promotional applications, logo creations, annual reports, stationary/catalogs/brochures/posters/outdoors..., branding, labeling and packaging, pictography, exhibition stand decoration, and web-related works, from website templates to full development of websites and newsletters, mostly conceived in code lines, using HTML, CSS and JavaScript;

Among others, my preferred tools are 'Adobe Photoshop', 'Macromedia Free-hand' and 'Notepad++'.

My professional approach as always been based on a close and personal relationship with the client, always fully available to monitor all technical aspects of production.

ACADEMIC RECORD

- Degree in 'Communication Design' by 'Faculdade de Belas Artes da Universidade do Porto' /// 'Faculty of Fine Arts, University of Oporto' [Portugal]
[Five-year course: Pre-Bologna process]
- [previous attendances] >> Architecture at 'Escola Superior Artística do Porto' /// 'Superior Art School of Oporto' [Oporto, Portugal]
and Graphic Design at 'Escola Superior de Arte e Design' /// 'Superior School of Arts & Design' [Oporto, Portugal]

PROFESSIONAL QUALIFICATIONS

- 2010 > 2016 • Freelance graphic designer / web designer
- 1998 > 2015 • Graphic designer / web designer at 'Flyby - Comércio de Material Aeronáutico, Lda.' /// 'Flyby - Pilot Shop';
> Corporate Identity Director since 2000,
> Manager of Flyby's Graphic Department: 'Kuervo Design', since 2006.
- 2004 > 2006 • Freelance graphic designer
- 2000 > 2003 • Graphic designer at 'Blue Dog - Design, Marketing e Publicidade, Lda.' /// 'Blue Dog - Design, Marketing & Advertising'
1999 • Graphic designer at 'Webpt, Lda' /// [Web Solutions' Company]

PROFESSIONAL EXPERIENCE - Featured works regarding 'Flyby' / 'Kuervo Design' and freelance work

- **Flyby - Comércio de Material Aeronáutico, Lda.** /// Flyby - Commerce of Aeronautical Products [Pilot Shop]
Corporate identity creation: logo design and re-design, stationary and multiple promotional applications | Regular advertising, e.g. 'Take-Off' Journal of Aviation and 'Sirius' Aviation Magazine | Creation of the company's website in 'OSCommerce' platform, along with subsequent creation of regular newsletters (both including extensive photographic work /digital editing of products) | Graphic concept and applications onto the company's physical space | [etc.] | 1998 >> 2015
- **Barão de Vilar _Vinhos, S.A.** [Produtores e Distribuidores - Fundada em 1715 - Exportadores para E.U.A., Asia e dentro da Europa]
/// [Wine Producers and Distributors - Founded in 1715 - Exporters for U.S.A., Asia and within Europe]
Labeling and Packaging Creations | 2013 >> 2016
- **Quinta de Cottas, Lda.** /// [Wine Producers]
Labeling Creations | 2015
- **Novopca - Construtores Associados, S.A.** /// Novopca - Associated Civil Engineering Contractors
Graphic Creation of Annual Reports | 2004 >> 2010
- **Indubel - Indústrias de Betão, S.A.** /// Indubel _Cement & Concrete Industries
Graphic Creation of Annual Reports | 2008 + 2010
- **FUJIFILM Portugal**
Graphic Creation of Annual Report | 2008
- **Portugal Air Show '07**
Creation of Corporate Image & Promotional Applications | 2007
- **Força Aérea Portuguesa** /// Portuguese Air Force
Graphic Creation of the Official Helmet for 'ASAS de Portugal' Aerobatic Display Team | 2006
- **LIFTECH - Tecnologia para Elevadores, Lda.** [Grupo EFACEC] /// Liftech _Technologies for Lifts [EFACEC Group]
Graphic Conception of Catalogs and Promotional Brochures | 2006 + 2011 >> 2012
- **Instituto Piaget** /// Piaget Institute [Portugal]
Promotional Applications - Poster & Brochure - 'Academia Sénior' | 2004

PROFESSIONAL EXPERIENCE [cont.] - Featured works developed at 'Blue Dog - Design Marketing & Publicidade' [2000 >> 2003]

- **ANJE - Associação Nacional de Jovens Empresários** /// ANJE - National Association of Young Entrepreneurs
Promotional Graphic Applications: Visual Concepts for Events / Posters / Brochures / ... | Template Creations for Websites and Interactive CDs |
Graphic Concepts for Exhibition Stands
- **Câmara Municipal de Paredes - Pelouro do Ambiente** /// City Council of Paredes - Environment Department
Promotional Graphic Applications: Posters / Brochures / Merchandizing / ...
- **Câmara Municipal de Paredes - 'Rota dos Móveis'** /// City Council of Paredes - Project 'Furniture Route'
Creation of the Project's Graphic Identity: Stationary / Outdoors / Urban Design Applications / Mascot Creation
- **CRUARB - Comissariado para a Renovação Urbana da Área de Ribeira/Barredo** /// CRUARB - Commissioner for the Urban Renewal of the "Ribeira/Barredo" Area
Graphic Applications for Events: Posters / Brochures / Letterheads / Folders / Credencials
- **Soares da Costa, SGPS** /// [Civil Engineering Contractors]
Graphic Concept for Corporate 'Totems'
- **Caves do Casalinho, S.A.** /// [Wine Producers and Distributors]
Labeling and Packaging Creations
- **Bee Consulting**
Corporate ID creation: Logo / Stationary / Sales folder / Website Template
- **WireMaze - Sistemas de Informação, S.A.** /// WireMaze - Information Systems [Software Distributors, R&D]
Promotional Graphic Applications: Sales Folders / Brochures / Posters / ...

_in partnership with 'WireMaze', several website templates were created, namely for:
 - **Hospital de S. João** /// 'S. João' Hospital [intranet templates included]
 - **INEM - Instituto Nacional de Emergência Médica** /// National Institute of Medical Emergency
 - **Câmara Municipal de Leiria** /// 'Leiria' City Council
 - **Câmara Municipal de Grândola** /// 'Grândola' City Council
 - **Câmara Municipal de Bragança** /// 'Bragança' City Council

PROFESSIONAL EXPERIENCE [cont.] - Featured works developed in France [2013 + 2015]

- Agence Comm'On - Agence Conseil en Communication /// Agence Comm'On - Communication Design Agency
_for a brief period, some projects were developed in this agency (Arras) | 2013 :
- Logo creation for the 'Réseau Enseignement Agricole Public _ Nord - Pas de Calais' /// 'Regional Network of Agricultural Education _ Nord - Pas de Calais'
- Logo (stationary) creation for 'LVI - Ventilation Industrielle' /// Industrial Ventilation Company
- Brochure for the 'Mairie de Dainville' _ 'Voeux Joyeux Noel et Bonne Année' /// 'Dainville' City Hall _ 'Merry Christmas and Happy New Year' Brochure
- REVAZUR - Association récréative d'aviateurs /// REVAZUR - Recreational Association of Aviators
Logo - Corporate Image Creation | 2015

SKILLS

- Extensive proficiency in 'Adobe Photoshop' and 'Macromedia Free-Hand', therefore: Very easy adaptation into 'Adobe Illustrator', 'Adobe InDesign', 'Adobe Acrobat Professional'
- Proficiency in HTML and CSS, and reasonable knowledge of JavaScript; >> [usually written in code lines]
OSCommerce v2.3.1 knowledge.
[relevant examples - 'www.crvedesign.com/flybycrv/' (website clone for portfolio purposes) (*) | 'www.corte-e-costura.com' (**) | 'www.zimbro.pt' (**)]
(*) - php mechanics altered in collaboration with third party.
(**) - php mechanics mounted by third party.
- Experience in both 'MS Windows' and 'Macintosh' environment.

COMPLEMENTARY QUALIFICATIONS

- Fluent in Portuguese (mother tongue), English and French [written and spoken] ; reasonable knowledge of Spanish
- Driver's Licence

REFEREES

- **Mário Borges Coelho** [founding partner of Flyby]

Chief of Air Traffic Control Services - Porto

DOPLIS/TWRPDR

Email: mario.coelho@nav.pt

Tel.: +351 229 408 017

Fax: +351 229 408 029

Maia, March, 2016



Rui Fernando Mariani de Melo