



MIGUEL MICAEL COMMUNICATION DESIGNER

DESIGN | BRANDING | VISUAL COMMUNICATION

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PROFESSIONAL EXPERIENCE

> Brand Design Manager | Cofco International

2019-present | Porto (Portugal) | www.cofcointernational.com

Launching the project of brand internationalization, and leading the creation of a central hub in the Porto Centre of Excellence, supplying worldwide production services and a design network. Headquartered in Geneva, with 12,000 people in 35 countries, Cofco International is China's largest food and agriculture company, the objective being from a brand and design perspective to help structure its rapid expansion. Brand strategy, UX Design and Corporate Identity.

> Senior Brand Designer | Fronius International

2018-2019 | Wels (Austria) | www.fronius.com

Design and direction of Fronius brand refresh project, aligned with Marketing and management vision. Creative strategy, UX Design and Corporate Identity.

> Design Director | Mitsubishi Heavy Industries

2017-2018 | Tokyo (Japan) | www.mhi.com

Leading and coordinating re-branding project of the whole Mitsubishi Heavy Industries Group with over 300 companies. Design and creative strategy, concept development, overseeing visual direction for all campaigns worldwide.

- Brand Guidelines, Corporate Identity implementation across all media and organizing launch worldwide, advertisements, website, UX Design
- Creative lead in all Branding projects: concepts and agency alignment
- Conferences & Brand workshops in USA and Europe with group companies

> Brand Designer & Art Director | Primetals Technologies

2015-2017 | Linz (Austria) | www.primetals.com

A joint-venture between Siemens and Mitsubishi Heavy Industries gave me the opportunity as Brand Designer of creating and managing a successful brand launch worldwide: Primetals Technologies. Creative strategy, concept visualisation and development, overseeing visual direction for all campaigns.

- Brand Guidelines, Corporate Identity implementation across all media and organizing launch worldwide, website, digital and UX Design
- Creative lead in all Branding projects: concept visualisation and development
- One month long JV Brand implementation "on board" workshops and team working in Tokyo and Hiroshima
- Bringing creative ideas to life for B2B company, which led to multiple award-winning editorial and digital projects

> Corporate Communication Designer | Siemens VAI

2011-2014 | Linz (Austria) | www.siemens.com

Main responsibility of consistently implementing and leading the new Siemens corporate identity in 10 locations worldwide. Creative direction and implementation of print materials, direct marketing campaigns, digital illustrations.

- Successfully helped organize conferences working locally in Ukraine, Russia, Brazil, India, France and Germany

> Communication Designer | WOW Branding

2008-2010 | Vancouver (Canada) | www.wowbranding.com

Communication Designer dealing with international clients and creating new identities such as SpaceEnergy (UK), Ubee Interactive (Taiwan), Darford (USA), Treegroup and Kintec (Canada). Interactive website design, editorial, packaging.



SOFTWARE

Illustrator	●●●●●●●●
Photoshop	●●●●●●●●
InDesign	●●●●●●●●
Dreamweaver	●●●●●●●●
Sketch	●●●●●●●●
Microsoft Office	●●●●●●●●
Powerpoint	●●●●●●●●

LANGUAGES

English (native)	●●●●●●●●
Portuguese	●●●●●●●●
Spanish	●●●●●●●●
French	●●●●●●●●
German	●●●●●●●●

RECOGNITION

- 2017 German Design Award Metals Technologies App
Category: Digital Media
(collaboration: Qupik)
- 2017 German Design Award Metals Magazine
Category: Editorial
(collaboration: Feedback)
- 2016 Caesar Award Winner Primetals booth at METEC Exhibition Booth
(collaboration: Ars Electronica)
- 2016 German Brand Award Metals Magazine
Excellence in Brand Strategy
(collaboration: Feedback)
- 2013 Caesar Award Nominee 3D Visualization Tool
Digital & Interactive Media
(collaboration: Enova)

> **Senior Designer** | Sensorial Design

2006-2008 | Fatima (Portugal) | www.sensorial.pt

Senior Designer and lead creative. Creating identities (logo/branding design), editorial, packaging. Collaborative work, company research, client meetings.

> **Intermediate Designer** | Alcanena Municipality

2005-2006 | Alcanena (Portugal)

Town Hall communications office, responsible for all identity and printed materials.

> **Junior Designer** | RedPost Design

2004-2005 | Fatima (Portugal) | www.redpost.pt

Creating identities (logo/branding design), catalogues, brochures. Collaborative work, company research, client meetings and creative presentations for clients.

> **Artworker (Summer job)** | Grafiminde, Lda. (offset print shop)

2000-2004 | Minde (Portugal)

During university, worked as an artworker during summers in a print shop with intention of gaining real work experience and of offset printing techniques.

EDUCATION

> **Masters Degree in Communication Design**

(Five year degree in Design, Illustration, Typography, Multimedia and Photography)

1999-2004 | EUAC - Escola Universitária das Artes de Coimbra (Portugal)

> **Highschool Diploma in Painting, Sculpture and Design**

1996-1999 | Colégio de São Miguel (Portugal)

ABOUT

My name is Miguel Micaelo, a Brand & Communication Designer with 14+ years expertise on both agency and client side - with leading experience in art direction, branding, UX Design, print & digital media, bringing a proven knowledge of creative strategy, vision and communication to companies and clients.

Overall thinker, a key area of focus in my design process is "Think more, design less" as a motto. Ideas start with pen and paper, briefing, brainstorming and a strong concept come first - great design, strategy, consistency and meticulous precision is the next step to a succesful project.

Over the years I have worked with and supervised copywriters, illustrators, photographers, and lead creative teams, designers, developers and studios. Working my first years in smaller but very creative design agencies with low budget projects, made me very business minded and cost conscious. Later on, I moved back to Europe, and in Austria worked on the client side as Corporate Communication Designer for Siemens VAI a true global brand. In 2015, a joint-venture between Siemens and Mitsubishi Heavy Industries gave me the opportunity as Brand Designer of creating and managing a successful brand launch worldwide, delivering an award-winning global brand in the metals industry: Primetals Technologies. Because of this very succesful project, I was invited to Tokyo headquarters to be the Design Director of Mitsubishi Group.

My experiences in design have taken me to work in the most diverse places in the world, different cultures, people, personalities and mentalities. Communication, understanding common goals, competence and teamwork are universal and my professional objective is always: Do great work + work with great people.

PERSONAL

My interests in many different fields has helped me to stay curious, open and flexible. When not working in front of a computer, I like traveling, cooking, red wine, art, books and have a passion for collecting T-shirts.

** References upon request, for portfolio please visit >> www.micaelodesign.com



THINK MORE, DESIGN LESS"

- Ellen Lupton

PLACES LIVED IN:

Linz (Austria)
Vancouver (Canada)
Coimbra (Portugal)
Mira de Aire (Portugal)
Porto (Portugal)
Tokyo (Japan)
London (UK)

PLACES IN THE WORLD WHERE I HAVE WORKED:

Linz (Austria)
Vienna (Austria)
Belo Horizonte (Brazil)
Ouro Preto (Brazil)
Rio de Janeiro (Brazil)
Vancouver (Canada)
Aarhus (Denmark)
Montbrison (France)
Dusseldorf (Germany)
Munich (Germany)
Nuremberg (Germany)
Amsterdam (Holland)
Delhi (India)
Kolkata (India)
Mumbai (India)
Brescia (Italy)
Milan (Italy)
Hiroshima (Japan)
Tokyo (Japan)
Fatima (Portugal)
Lisbon (Portugal)
Porto (Portugal)
Dnipropetrovsk (Ukraine)
Donetsk (Ukraine)
Chelyabinsk (Russia)
Geneva (Switzerland)
London (UK)
Stockton (UK)
Houston (USA)
New York (USA)
Seattle (USA)