

pedro gonzalez
brand & digital designer
resume

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willing to relocate: **yes**

education

**mba in branding
and brand management**

jun 2013
UP – universidade positivo
curitiba pr – brasil

**postgraduate in modern
and contemporary art history**

mar 2011
EMBAP – state school of music and fine arts
curitiba pr – brasil

ba in graphic design

mar 2004
UFPR – federal university of paran
curitiba pr – brasil

background

When I was five years old, I remember discovering a lot of music digging my father's vinyl collection and being attracted to graphic details of the albums. From typography to intricate sleeve formats, this somehow drew me a lot of attention. Later, at school, I started to replicate logos from skate and surf brands. As a teenager, I saw myself creating (naively, for sure) cassette covers for my mixtapes from my favorite bands.

Well, I got into college without knowing exactly what graphic design was, but soon I realized I'd been doing this for years. Right after graduation, I studied independent movie-making, interaction design, contemporary art, and I did an MBA in branding and brand management.

Professionally, I've been dealing with graphic design since 1999 and got experience from different fields, such as: corporate identity, packaging, retail, editorial, signage, digital and so on. Most recently, I chose to focus my work on brand & digital design, as complementary disciplines.

All of the aforementioned experience was essential to my comprehension on merging culture, media and branding with graphic design language. I believe that brands are part of our everyday life, whether commercially or as cultural products, and that's why every brand has (or should have) its own visual language.

experience

eggs design – www.eggdesign.com

designer / nov 2016 – dec 2017

taste – www.taste.ag

head designer / jan 2012 – may 2015

blu comunicação – www.blu.com.br

art director & graphic designer / may 2010 – jun 2011

hardy + vltz design – www.hardydesign.com.br

graphic designer / jul 2008 – jul 2009

asa design – www.asadesign.com.br

graphic designer / mar 2007 – jun 2008

desdobra – design do brasil – www.desdobra.com.br

creative director, partner & founder / dec 2004 – nov 2006

arthur di braschi corporate design – www.dibraschi.com

graphic designer / ago 2002 – jul 2003

júnior design – <http://juniordesignufpr.com.br>

volunteer graphic designer / ago 2002 – oct 2002

abcdesign magazine – www.abcdesign.com.br

art director / abr 2002 – jul 2002

lectures /
seminars / events

unibrasil lecturer “visual identity”, curitiba 2015

unicuritiba portfolio presentation and roundtable speaker, curitiba 2013

ndesign lecturer “how to be a graphic designer without selling your body”, belo horizonte 2013

ufpr information design seminar paper presentation, curitiba 2011

rdesign lecturer / portfolio presentation, vitória 2011

charneira puc-pr “creativity workshop” coach, curitiba 2010

rdesign-sul lecturer and roundtable speaker, ilha do mel 2008

ndesign participant in salvador 2000, recife 2001 & bauru 2002

purungo participant, curitiba 2002

charneira puc-pr participant, curitiba 1999 & 2000

purungo staff, curitiba 1999 & 2000

wokrshops

visual identity with alexandre wollner, curitiba 2011 (monitor)

visual identity with alexandre wollner, sorocaba 2010 (participant)

letterpress printing with rafael neder & ademir matias, belo horizonte 2008

the portrait of the observer workshop: paralelo centro de artes visuais, curitiba 2008

basic photography paralelo centro de artes visuais, curitiba 2008

engraving and urban interference workshop: ufpr, curitiba 2007

awards /
exhibitions

oscar schrappe sobrinho award: calendar + planner for maxigráfica, 2011
silver medal – colunistas award: calendar + planner for maxigráfica, 2011
retrospective 2011 collective exhibition: galeria subsolo, 2011
urban poetics collateral exhibition: brazilian design biennial, 2010
relacionados collective art & design exhibition: galeria subsolo, 2010
relacionados collective poster exhibition: fetiche design, 2009
desvenda contemporary art fair exhibition, porto alegre 2009
UTFPR logo competition: winner, 2006
UFPR literature exhibition: graduation project displayed on homage to julio cortázar, 2006
brasil faz design exhibition: cabeça de purungo magazine, milan 2004
UFPR masters in design website: proposal chosen, 2004
london international advertising award packaging line for fonzaghi, london 2000

skills

portuguese (native), **english** (fluent), **spanish** (intermediate), **french** (basic).
adobe cs suite (advanced skills on photoshop, illustrator and indesign), **some HTML/**
CSS knowledge, fontlab / glyph, photography shooting and production.
interests literature, music, movie-making, art history, design history,
typography, urban art, visual culture, board games etc.
