

**pedro gonzalez**  
brand & digital designer  
resume

1/3

rua nicolau maeder 821 / 702  
juveve 80030-330  
curitiba pr – brazil  
+55 41 99811-8498

www.pedrogonzalez.net  
pedro@pedrogonzalez.net

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](http://www.eggdesign.com)

designer / nov 2016 – dec 2017

**taste** – [www.taste.ag](http://www.taste.ag)

head designer / jan 2012 – may 2015

**blu comunicação** – [www.blu.com.br](http://www.blu.com.br)

art director & graphic designer / may 2010 – jun 2011

**hardy + vltz design** – [www.hardydesign.com.br](http://www.hardydesign.com.br)

graphic designer / jul 2008 – jul 2009

**asa design** – [www.asadesign.com.br](http://www.asadesign.com.br)

graphic designer / mar 2007 – jun 2008

**desdobra – design do brasil** – [www.desdobra.com.br](http://www.desdobra.com.br)

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

**arthur di braschi corporate design** – [www.dibraschi.com](http://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](http://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.

---