Email
zeoliveiravaz@gmail.com

Contact
+351 910 393 289

Portfolio
www.creativevaz.com
Access code: 0056

Portuguese / English

Hello, I'm José Vaz.
I'm a graphic designer and creative specialist, and my work focuses on creating digital content and marketing campaigns.

I continuously stay up to date with emerging content and market trends, helping the brands I work with keep pace with the evolution of both digital and offline platforms through relevant and engaging content. I maintain a critical eye for design, with a strong focus on performance and effectiveness.

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe InDesign
- Midjourney
- CapCut

September 2017 - March 2021

Degree in Design and Multimedia at UC
Faculty of Science and Technologies at the University of Coimbra.

Through my education, I honed my ability to think critically, solve complex design challenges, and effectively communicate ideas through visual mediums, in areas such as: Typoghraphy, Graphic Design, Communication Design, Project, Photography & Composition, Multimedia Programming, Audiovisual Production, Editorial Design, History of Design...

September 2020 - Present

Working as Freelancer

Following the completion of my degree, I focus on a successful freelance career, collaborating with various small companies and entrepreneurs. (Brand Identity, Logos, Printed Supports, Social Media Content for Instagram and Facebook, ...).

September 2021 - October 2022

The Feeting Room Professional Internship

In 2021, I joined The Feeting Room's Team, a brand that is home to Nacional and International Sustainable and Independent brands. During my internship I worked with multiple partner brands in the Consulting Department, designing brand-books, presentations, Copies and Content for Social Media and Websites, etc.

This was in addition to creating and developing content for the Marketing Department of The Feeting Room:

- Printed Materials for Stores (Acrylics, Cards, Vinyls, Tags);
- Social Media Content (Reels, Short Videos, Stories layouts, Ads...);
- Campaigns: Christmas Edit, Ask Mr. Pinho, Mother's Day, Black Friday Weekend and Sales Campaigns;
- Newsletters and GiveAways;
- Supplies for Events (Invites, Stickers, Vouchers, Flyers);
- Website Managment (Banners, Gifs, Product Photos);
- Product Photo Assistant;
- Creative Director Assistant in Photoshoots;
- Backstage Content Creator;
- Styling.

November 2022 - November 2023

Graphic designer At DeepWear Fashion Agency

As a Graphic Designer at Deepwear, I immersed myself in the global fashion industry. I visited fashion factories, presented projects, and created brochures and collections. I also shot photos and videos for our digital platforms.

Collaborating with project managers from all around the globe, I developed brand identities, logos, and prints. Working with the marketing team, I crafted newsletters, blogs, and managed social media channels.

November 2023 - Present

Creative Specialist at Wise Pirates

I had the opportunity to further develop my skills as a Graphic Designer while experiencing the fast-paced and demanding environment of an agency setting.

During this period, I collaborated with over 20 brands and diverse projects, contributing to the creation of visual content across multiple formats and platforms. I ensured strong visual consistency while developing a deeper understanding of campaign performance metrics and the importance of data-driven analysis.

I worked closely with social media managers, copywriters, photographers, and videographers, strengthening my ability to collaborate within multidisciplinary teams and deliver creative solutions aligned with business objectives.
This experience allowed me to grow not only technically, but also strategically, refining the way I approach and structure visual communication — always with a focus on effectiveness, consistency, and impact.