



AI, WELCOME TO MY CV,
I'M GONÇALO MELO

LET'S TAKE A WARM COFFEE
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CREATIVE.DESIGNER

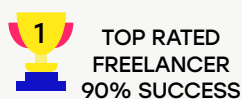
I am an adventurer creating silliness into reality
I want add value, filling gaps in a effective way
I enjoy people, observing, opinions, design, grow
I love bossa nova, knowledge, yoga, sea, sports
I seek to know the secrets of the universe

WHO IS GONÇALO?

I am a Portuguese Designer fascinated by creativity, fascinated about life and fascinated about connecting the dots. What I do is to simplify the complex, to make the difficult easier, to make the boring into engaging and, I do love to create brands that resonate with their target audiences enhancing their client experience.

I am great at identifying patterns, understanding the gaps, doing research, finding the solutions and piloting new ideas, solving problems in a effective and an aesthetic sounding way.

I'm also a writer, and recently I got the award from Quora as Best Writer 2020, yes I am fascinated about knowledge.



Quora TOP WRITER
2020



Skills

Idea elaboration
Concept design & Research
Visual Design
Vibe Management Design
Illustration
Motion Design
AI development & creativity
Marketing Analysis
Storytelling
Empathy and Vibe-Creation

Education

BS Business Innovation
(-2020)
Inholland Amsterdam, Netherlands.
Graduation thesis about the impact of Artificial Intelligence in the creative tasks
BA Graphic Design (ERASMUS - 6 months - 2018)
ESNE MADRID, Spain

Working Experience

Internship & Part-time in Ilumy as **Graphic Designer**
(2019 - 1 year)
Graphic Designer at Ilumy
(2020)

SKILLS

Prototype Tools

FramerJS
Principle
After Effects
FramerJS
Premiere Pro
Google Cloud Platform
Google Analytics
Hubspot

Design Software

Illustrator (expert)
Lightroom
Figma
Sketch
Photoshop
Adobe Dimension
Maya
AUTOCAD
AXURE
Origami

Methods

Storyboarding
Prototyping
Interviews
Contextual Inquiry
Personas
Usability testing
Idea generation
Sketching
Survey
AI development

Coding

HTML
CSS
Python
JS
JSON

"I love to create brands that resonate with their target audiences enhancing their client experience"



GONÇALO MELO

Hi, I'm Gonçalo, since a young age I wanted to discover the **secrets of all the universe**, what makes this that and what makes something valuable.

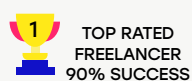
I was always someone who loves **challenges**, then I decided to study a **BS of Business Innovation** in **IBIS AMSTERDAM**.

There, to be highly critical, to generate to all possible problems, and basically on how to tackle every way that is possible to solve problems. I also got much experience on piloting diverse ideas with Amsterdam organizations mostly about

AI, Customer Success and Brand Identity and Design.

Then, I went to Erasmus of **Graphic Design** in ESNE, in Madrid, where I learned and got **proficient in all the Adobe Cloud programs, AutoCad, Figma, and Axure, and other programs.**

Since then I've been working for **3 years** in **Graphic Design** with inSided and Ilumy in Amsterdam, and other UpWork agencies, making these agencies **enhance their experiences of their clients, and make them more belonged.**

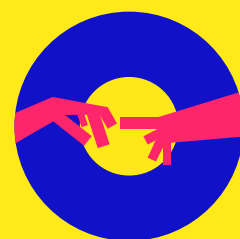


Quora TOP WRITER 2020



“

We loved working with him so much that he was asked to join our team after his internship. If you want someone with fresh thinking and endless creativity on your team, Gonçalo is the one for you! I can guarantee he'll provide great laughs and random fun facts along the way, too.”



Ysabel Camus, Marketing Director of inSided in 2019

GONÇALO EXPERIENCE

Graphic Designer in Ilumy & Thesis (2020-)

During the time working with Ilumy, I've had the chance to help many organizations such as Rabobank for a new type of brand design, I've also build webpages and logos for Welkom, I've build also many types of designs for Care4Corona, and many organizations. I finished my thesis in this company about the impact of **AI in creative tasks of creative agencies**, where I created several ideas about the project, and we successfully tested with our clients.

Freelancer of Graphic Design in Upwork (2018-)

I've had great clients on this platform and worked mostly with creating new Illustrations and editing regarding Graphic design. I have a 90% job success in more than 15 jobs!

Graphic Designer at inSided (1 year) (2019-2020)

During this internship, I learned mostly about Data Analysis and Graphic Design. Regarding Design, I created the new style for our resources – All our ebooks were redesigned by myself, I also created the designs for most of the company activities, and I designed the Blog of inSided, I did much research about improving the customer experience. In terms of Data Analysis, I've also reported every week the data of our website tracking the data from Google Analytics, HubSpot and Google Ads. And take conclusions regarding this data. Then, inSided invited my work with them, and we've worked for more 6 months in the area of Marketing and Vibe Management.

Small internships in companies in Amsterdam

I did some internships in companies as part of my curriculum in the university. I worked in small assignments to find solutions for some problems of companies have been facing. In my university it is mandatory to work in assignments with companies every 2 months for a period of 52 hours per assignment, and I did about 6 assignments in different organizations.

Real Estate Agent in Century 21 (2015 – 2016)

I was a real estate agent for a period of a 1 year in Century 21 in Portugal, selling and renting houses in the region of Portugal.

Car Brand Manager – Mcoutinho Portugal (2012 – 2013)

I was a car brand manager and I need to communicate with the suppliers, with the warehouse directors and I was usually acquiring new car pieces and communicating with the brands to stock their products.

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I AM AN OPINION.COM

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