



## CAREER GOALS

My goal consists of transmitting with perspicuity, creativity and dedication the essential communication elements to reach a higher number of individuals on behalf of the human development and the benefic relationship between product and user.



## ACADEMIC FORMATION

[2017-present]

### Master in Design

Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)

**Title:** Para lembrar-me de mim: estímulos cognitivos lúdicos para idosos com Alzheimer.

Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES) Fellow

**Professor Adviser:** Rita Maria de Couto.

**Capes Concept:** 4.

[2009-2015]

### Graduation in Comunicação Visual Design - Visual Communication Design

Universidade Federal do Rio de Janeiro, UFRJ, Escola de Belas Artes. Brasil.

**Title:** Design Inclusivo: livro ilustrado multissensorial para crianças deficientes visuais e videntes. (Inclusive Design: multi-sensory illustrated book for visually impaired and sightseeing kids)

**Professor Adviser:** Julie de Araújo Pires.

**Total Average Coefficient:** 9,3.



## COMPLEMENTARY FORMATION

[2017-present]

### Spanish Course - Intemmediate Level (conversation, reading and writing)

CCAA - Grajaú Unit

Intermediate Course

[2016-present]

### Cinema 4D and After Effects Course

CG Track (online)

Modelling, Illumination, Rendering and Animation.

[2014-2015]

### Spanish Course - Basic Level (conversation, reading and writing)

CCAA - Grajaú Unit

Basic Course



## COMPLEMENTARY FORMATION

[2015]

### **Editorial Design Course (8 hours)**

Polo Criativo

[2015]

### **Artistic Calligraphy Workshop (8 hours)**

Polo Criativo

[2014]

### **Signage Design Course (8 hours)**

Polo Criativo

[2004-2010]

### **English Course - Advanced Level (conversation, reading and writing)**

CCAA - Grajaú Unit

Basic Course (TN and ATN) and MEC (Mastering English Course)

Total Average Coefficient: 96,13

[2009]

### **Artistic Drawing Course (3 months)**

Oficina de Desenho André Brown



## EXPERIENCE

[2015-2017] - 1 year and 10 months

### **Full Designer**

Youdo Comunicação

Development of different types of projects from digital (layout of sites, portals, apps, banners, newsletters and animations) to printing design (magazines, folders, advertisement and books) as well as campaigns, illustrations, visual identity, packages and 3D mockups for big brands such as Souza Cruz, Essilor, Fetranpor and P&G.

[2010-2017] - 7 years

### **Freelancer**

Graphic Designer

Researching, management and development of graphic design projects for natural people and firms with emphasis on typography, visual identity and printing design.



## BIBLIOGRAPHIC PRODUCTION

[2014]

**Expanded abstract published on the 14th International Congress of Ergonomics and Usability of Human-Technology-Product Interfaces, Information, Built Environment and Transportation.**

**Title:** Projeto de Sinalização com Enfoque em Metodologias Ergonômicas e Conceitos de Ergonomia Informacional: Um Caso de Sala de Aula (Signage Project Focusing on Ergonomic Methods and Concepts of Informational Ergonomics: A Classroom Case).

**Authors:** Aline de Souza Aride, Claudia Rocha Mourthe e Rafael Pires Macabu  
**Location:** Joinville, Santa Catarina.

[2015]

### 11th Brazillian Biennial of Graphic Design Catalog

O Menino Duplicado: livro ilustrado multissensorial para crianças deficientes visuais e videntes. Projeto Gráfico de Livro. Rio de Janeiro: Blucher, 2015, p. 123. Catálogo do Evento.



## WORK PRESENTATIONS

[2011]

### Jornada Giulio Massarani de Iniciação Científica, Artística e Cultural (JICTAC-UFRJ)

**Title:** Geral na Escola

**Authors:** Aline Aride, Doris Kosminsky, Luiza Bielinski, Rafael Macabu, Erlan Carvalho, Natalia Caruso, Luiz Felipe Costa, Caíssa Roque.

**Location:** Rio de Janeiro, RJ.

[2015]

### I Simpósio Nacional de Tecnologias Assistivas do Instituto Benjamin Constant (IBC)

**Title:** Design Inclusivo: livro ilustrado multissensorial para crianças deficientes visuais e videntes.

**Type:** Oral Communication.

**Author:** Aline de Souza Aride.

**Location:** Rio de Janeiro, RJ.



## PARTICIPATION IN EVENTS

[2015]

### 11ª Bienal Brasileira de Design Gráfico

Associação dos Designers Gráfico - ADG Brasil

**Title:** O Menino duplicado: livro ilustrado multissensorial para crianças deficientes visuais e videntes.

[2015]

### I Simpósio Nacional de Tecnologias Assistivas do Instituto Benjamin Constant (IBC)

Instituto Benjamin Constant - IBC

**Title:** Design Inclusivo: Livro ilustrado multissensorial para crianças deficientes visuais e videntes.

[2011]

### Jornada Giulio Massarani de Iniciação Científica, Artística e Cultural (JICTAC-UFRJ)

Universidade Federal do Rio de Janeiro - UFRJ

**Title:** Geral na Escola.



## AWARDS

[2015]

### 11ª Bienal Brasileira de Design Gráfico

Associação dos Designers Gráfico - ADG Brasil

**Work:** O Menino duplicado: livro ilustrado multissensorial para crianças deficientes visuais e videntes.

**Category:** Academic - Editorial Design



## MAIN WORKING AREAS

Editorial Design



Promotional Design (print design)



Package Design



Illustration



Branding / Visual Identity



Signage Design



Photograph

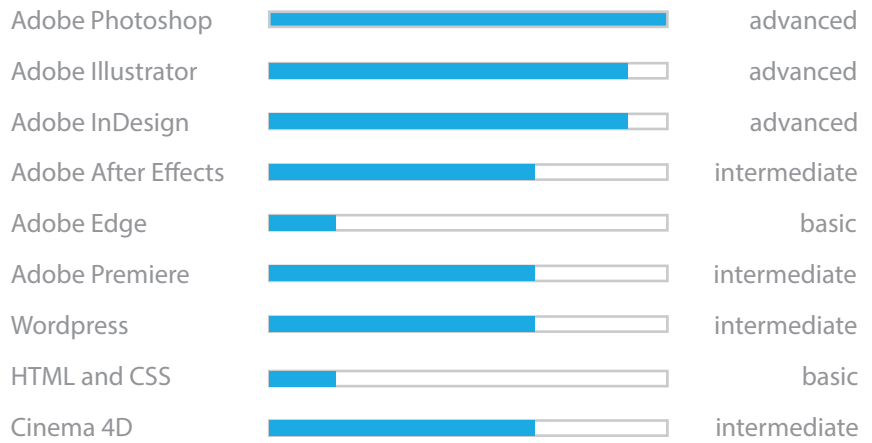




## MAIN WORKING AREAS



## ADDITIONAL KNOWLEDGE



### Operating Systems



## PROFESSIONAL QUALITIES

- |               |                |
|---------------|----------------|
| Punctuality   | Dedication     |
| Organization  | Engagement     |
| Commitment    | Responsibility |
| Creativity    | Agility        |
| Focus         | Efficiency     |
| Determination |                |