

francisca correia.

VISUAL DESIGNER | BRAND & DIGITAL

Lisbon, Portugal

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STRATEGY

Brand Strategy

Brand Positioning

Creative Strategy

Audience Research

Brand Archetypes

Perceptual Mapping

BRAND

Brand Identity

Visual Identity

Design Systems

Editorial Design

Brand Guidelines

Asset Library

DIGITAL

Website Design

UX/UI Design

Wireframing & Prototyping

HTML & CSS

JavaScript

WordPress

Squarespace

MARKETING

Content Strategy

Campaign Design

Collateral

Social Media Design

Email Marketing & Automations

TOOLS

Adobe Creative Cloud

Figma

Canva

Claude

ChatGPT

Codex

Slack

Notion

Google Workspace

Meta Business Suite

MailerLite

LANGUAGES

Portuguese (European)

Native Speaker

English (UK/US)

Professional Fluency (C1)

EDUCATION

University of Aveiro

Bachelor's Degree in Design

Department of Arts & Communications

Aveiro, 2019-2022

PROFILE

Visual designer with 4+ years of experience translating complex ideas into clear, cohesive brand experiences across diverse industries. My work sits at the intersection of strategy, visual design and digital execution, connecting business goals with audience needs.

I take projects from research and concept development through prototyping, refinement and implementation. My work spans visual identities, websites, campaigns and presentations, supported by AI-assisted creative workflows.

EXPERIENCE

FC

Francisca Correia Design

Strategic Brand & Communication Designer (Freelancer)

Oct 2021 – Present

Delivered 18+ brand and communication projects across diverse industries, from research and concept development to final design and implementation.

Translated business objectives and audience insights into clear creative concepts, visual identities and communication systems.

Designed cohesive brand experiences across websites, editorial materials, presentations, social content and marketing campaigns.

Developed visual systems and brand guidelines to strengthen brand recognition and consistency across digital and print touchpoints.

Managed projects end-to-end, coordinating creative development, production, delivery and stakeholder feedback.

Brand Positioning

Brand Identity

Visual Identity

Creative Direction

Digital Brand Design

TCE

The Career Equation

Brand & Communication Designer (Contractor)

Sep 2025 – Mar 2026

Led a brand identity redesign from strategic positioning to visual direction, identity development and implementation.

Redesigned the website, presentations and digital communications to create a consistent brand experience across customer touchpoints.

Designed an automated customer journey integrating 8 video lessons, 6 podcast episodes and a 138-page workbook.

Translated complex career and leadership concepts into clear, engaging communication for professional audiences.

Extended the client relationship beyond the initial engagement, leading to further commissioned work.

Brand Strategy

Visual Identity

Web Design

Presentation Design

Marketing Automations

TI

Terramoto de Ideias

Digital Designer & Social Media Manager (Full-time, Remote)

May 2024 – Oct 2025

Developed cross-channel campaigns and branded content for 8+ client brands, from creative concepts through design and production.

Designed campaign assets for social media, email and paid digital channels, adapting creative to different audiences, formats and objectives.

Analysed campaign performance to inform creative decisions and improve communication effectiveness.

Designed automated email campaigns in MailerLite and E-goï, combining visual hierarchy, brand consistency and persuasive messaging.

Campaign Strategy

Creative Copywriting

Cross-Channel Digital Design

Performance Optimisation