



# TÂNIA FALCÃO

## ABOUT ME

I'm a multidisciplinary designer with 16 years of experience in branding, editorial design, digital design and illustration.

I love combining techniques such as illustration, artistic photography and typography to create sustainable design solutions.

From creating new visual identities to optimizing existing brands, I bring an approach that combines creativity and precision for both digital and print media.

Passionate about visual storytelling, I am always ready to explore new creative horizons and elevate brands through design.



# GRAPHIC DESIGNER //ARTIST// CREATIVE DIRECTOR

## KEY SKILLS

### TECHNICAL //

**Design Software:** Proficient in Adobe Photoshop, Illustrator, InDesign, XD, Figma, WordPress, Procreate, Microsoft Office and Keynote.

**Illustration:** Custom illustrations (editorial, advertising, digital/print), character design, vector illustration, iconography.

**Branding & Logo Design:** Crafting visual identities, brand guidelines, and logos.

**Editorial & Layout Design:** Magazine and book layouts, brochure design, typography, color theory, visual hierarchy.

**UX/UI Design:** Web and app design with a focus on user experience, Adobe XD, Figma.

**Web Design:** WordPress, custom website layouts with editorial focus.

**Image Manipulation & Post-Production:** Advanced photo retouching, color correction, and compositing.

### ORGANIZATIONAL //

**Creative Vision & Leadership:** Strong visual culture, with experience leading creative teams and managing design projects from concept to completion.

**Collaboration & Communication:** Adept at working cross-functionally with clients, developers, and creative teams.

**Client Management:** Direct communication and relationship building with clients.

**Adaptability & Continuous Learning:** Eagerness to acquire new skills and adapt to new trends and tools.

## PROFESSIONAL EXPERIENCE

- Lead Designer & Creative Director** 2012 - Present  
 FalcaoLucas | Ericeira  

**Lead creative direction** for multidisciplinary projects, managing all phases from concept development to final execution.

**Spearhead branding and editorial campaigns** for corporate and creative clients, such as EDP, Jerónimo Martins, Giphy, and Republic Records.

**Deliver full-scope design solutions** across branding, editorial, motion graphics, and web, including art installations showcased in international festivals.

**Collaborate closely** with cross-functional teams to ensure cohesive and impactful design across physical and digital media.

**Manage direct client relationships**, from pitching ideas to delivering polished final products.
- Illustrator** 2013 - 2014  
 WHO - Talent Agency | Lisbon  

**Created custom illustrations** for editorial and advertising purposes, enhancing visual storytelling for newspapers, magazines, and corporate clients.

**Contributed to the development of unique brand identities** through creative visual solutions, including illustrations for print and digital media.
- Designer and Art Director** 2008 - 2012  
 Grafe Publicidade, Lda | Lisbon  

**Directed art and design projects** for high-profile clients, managing visual output for branding, print campaigns, and web design.

**Collaborated with teams** to produce cohesive creative campaigns, focusing on clarity, bold visual identity, and trend-conscious design.

**Oversaw creative strategy and execution** for branding, advertising, and promotional material for both digital and physical formats.

# TÂNIA FALCÃO

Name: Tânia Alexandra da Silva  
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Nationality: Portuguese

Date of birth: 30-08-1978

GRAPHIC  
DESIGNER  
//ARTIST//  
CREATIVE  
DIRECTOR

## EDUCATION

### Licenciante Degree in Communication Design

Faculty of Fine Arts, University of Lisbon (FBAUL)

Graduated 2008

Focus on graphic design, visual communication, and sustainable design principles.

## ADDITIONAL ACHIEVEMENTS

### International Recognition:

Featured in festivals and exhibitions across multiple countries.

### Jury Member:

Portuguese National Competition of Young Talents in Digital Art.

### Public Speaking:

Invited speaker at design conferences to discuss creative direction, branding, and editorial work with FalcaoLucas.

### Volunteer Work:

Annual designer for local religious festivities, creating visual materials for community events.

### Co-Creator:

Launched a pro bono web magazine empowering women through creative and artistic content.

### Musician:

Multi-instrumentalist in a band, playing piano, guitar, and drums.

## CLIENTS & COLLABORATIONS

I've had the pleasure of working with a diverse range of clients, from global brands to independent artists.

### Some of the clients I've worked with include:

Fox, Maroon 5, Republic Records, Giphy, EDP, E-Redes, Jerónimo Martins, Associação Mutualista Montepio, Sonae Sierra among others.

Each collaboration has been an exciting journey, bringing fresh challenges and new creative possibilities to the table.

## LANGUAGES

**Portuguese:** Native language

**English:** Advanced (C1)