



JOÃO GUEDES



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 /joaoguedesdesign

 www.playdust.design

EXPERIENCE

DESIGN

PHOTOGRAPHY

PROBLEM-SOLVING

E-COMMERCE

UI/UX

2019 / CURRENT

XTREME | www.xtreme.pt [Head Of E-commerce & Visual Content](#)

Key Roles

- Creative lead and overview of every visual concept and project, maintaining an overall brand consistency;
- Art direction and management of the creative department, making sure every team member delivers high-quality content, while guaranteeing overall happiness for a better performance;
- Provide high-quality content and deliverables for each seasonal project for a retail environment (sales, back to school, summer, easter, christmas, and so on);
- Track and guarantee the best user experience on our web platform for a higher conversion rate;
- Manage all the creative processes flow, making sure all the deadlines are strictly met;
- Problem-solving under a high-pressure environment and short deadlines deliver high-quality designs and concepts;
- Working closely with our paid media partner securing the best performance attainable in every campaign (visual deliverables and strategy).

2017 / 2019

XTREME | www.xtreme.pt [Graphic Designer & Photographer](#)

Key Roles

- Deliver the best quality content for social networks and website;
- Product photography — e-commerce and lifestyle;
- Manage website content — banners and photos;
- Design every seasonal campaign with an omnichannel approach.

2014 / 2016

LABORIAL | www.laborial.pt [Graphic Designer](#)

Key Roles

- Catalogs, brochures, flyers and print content design and development;
- Product photography and post-production;
- Planning, management and monitoring of international fairs;
- Sales team support and printed assets stock management.

EDUCATION

2010 / 2014

Faculty of Fine Arts
University of Porto

[Design](#)

2007 / 2010

Escola Artística Soares dos Reis

[Design](#)

LANGUAGES

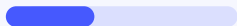
PORTUGUESE



ENGLISH

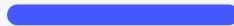


SPANISH

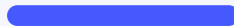


TOOLS OF TRADE

ILLUSTRATOR



PHOTOSHOP



LIGHTROOM



INDESIGN



AFTER EFFECTS



PREMIERE



FIGMA



CSS



HTML



AWARDS



F1 In Schools
Best Portfolio Award



F1 In Schools
Best Pit Display Design Award



F1 In Schools
National Champion