

CURRICULUM VITAE

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PORTFOLIO: <https://luisbalboa.com>



FORMATION

2018-2019

UDEMY - JORGE JARAMILLO INSTRUCTOR

Bogota, Colômbia

SEO and Google Rankink Optimization

<https://www.udemy.com/certificate/UC-L4B2U6WM/>

2013 - 2014

DRC Training

São Paulo - Brazil

Technical Course - After effects and 4d Cinema

<https://drc.org.br>

2001

Microsoft iTV

Lisbon - Portugal

Technical Course - Interactive television Design

1998 - 2001

ESAD - Superior School of Arts and Design

Porto - Portugal

Degree in communication Design

<https://esad.pt>

SKILLS AND SERVICES

CREATIVE WORKS

Webdesign, UX Design, Graphic Design, Illustration, Editorial Design, Video and 2D/3D animation, Packaging.

ONLINE MARKETING

Landing Pages, Facebook ADS, Email Marketing, Campaingns, Google AdSense, Instagram ADS, Social Share, Interactive and Animation Web PopUps.

SEO OPTIMIZATION

Friendly URL links, Meta Keywords, Meta Tags, Organic Search, Google Analitycs integrations, Images SEO optimizing.

WEB DEVELOPER

Responsive Websites, E-Commerce, Mobile Apps, Interactive Animations Slideshows and PopUps, Advanced Forms, Advanced Search Filter, Private Content Acess, Live Chat works in PC and Mobile.

WORKPLACES

DESIGN AGENCIES AND VIDEO PRODUCERS

2014

DAMASCO FILMES

São Paulo, Brazil

Graphic Design of presentations to customers Google Brazil (Youtube fashion and Beauty), L'Oreal and HOPE.

<http://damascofilmes.com>

<https://www.youtube.com/user/ytmoda>

2013

FUEGO DIGITAL

São Paulo, Brazil

Corinthians video developed for the Netshoes client.

<http://www.fuegodigital.com.br>

<http://luisbalboa.com/shoptimao-corinthians>

2010

ZOOK

Lisbon, Portugal

Graphic Design and illustration.

<http://www.zook.pt>

2008-2009

ONDA VIDEO - AUDIOVISUAL

Aveiro, Portugal

Webdesign, multimedia design and implementation.

2007

BAHIA PLANET CREATIVE AGENCY

Porto, Portugal

Graphic Design, editorial and web development.

2006

DECO GRÁFICA

Matosinhos, Portugal

Editorial Design of Books in QuarkXPress.

LANGUAGES

PORTUGUESE: Native language

ENGLISH: Fluent

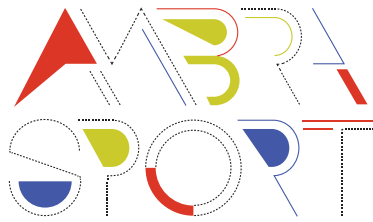
ESPAÑHOL: Basic

FRENCH: Basic

SOFTWARES

DIGITAL DESIGN: Adobe Creative Cloud **WEB DEVELOPED:** Wordpress, Joomla, Flash **ANIMATION 2D/3D:** After Effects and Cinema 4D **VIDEO EDITING:** Premier and Final Cut **EMAIL MARKETING:** MailChimp, Mailster **E-COMMERCE:** Wocommerce, Magento **SEO:** Squirrrly, Yoast, Google Analitics **LANDING PAGES:** ProfitBuilder **CODE EDITOR:** Komodo, Sublime Text, Dreamweaver **EDITORIAL:** InDesign **UX DESIGN:** Adobe XD, Axure

PORTFOLIO



AMBRA SPORT
PAMPLONA, Colombia

2018
New logo for Ambra Sport a sports store.
<https://luisbalboa.com/ambra-sport/>



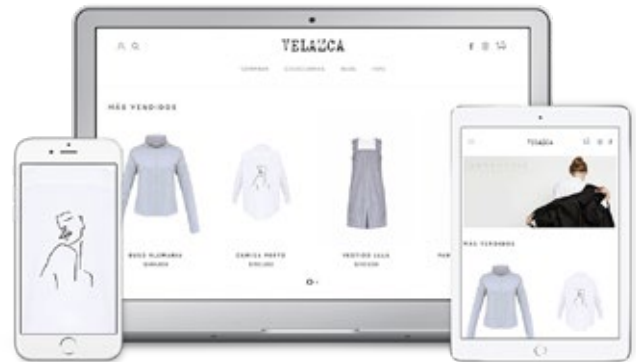
DTLA ACUPUNCTURE
LOS ANGELES, California

2018
Creating Logo and website in Wordpress.
<http://dtla-acupuncture.com>



VIVE PAMPLONA
PAMPLONA, Colombia

2018
Development of the logo and all the visual identity.



VELAZCA
Pamplona, Colombia

2016
New website in Wordpress with store and payments.
<https://velazca.com>



VIVE PAMPLONA
PAMPLONA, Colombia

2018
Website development in Wordpress.
<http://vivepamplona.co>



VERONA ESPECIAS
PORTO, Portugal

2017
Creation of logo and page at Vive Pamplona.
<https://luisbalboa.com/logo-verona-distribuidora/>

PORTFOLIO



BOACENA - TRADITIONAL HOMEMADE FOOD PORTO, Portugal

2018

Creating logo and website in Wordpress.

<http://boacena.com>



PROVÍNCIA COUNTRY CLUB

Lisbon, Portugal

2017

Graphic Design of the book cover for author Ana Gabriela Ribeiro.

<https://luisbalboa.com/provincia-country-club/>



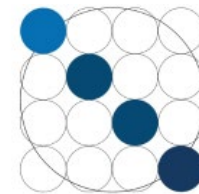
SOCALL

Águeda, Portugal

2017

Website in Wordpress.

<http://medronhalva.pt>



ANDRÉ CAIADO
CONTACTO ATLÂNTICO
ARQUITECTURA

CONTACTO ATLÂNTICO - ARCHITECTURE

Lisbon, Portugal

2016

Rebranding of the company's 20 years: logo, website, catalogues and cards.

<https://luisbalboa.com/contacto-atlantico-arquitetura/>

<http://contactoatlantico.com>



MEDRONHALVA

Panecova, Portugal

2017

Tripitico folding.

<http://medronhalva.pt>



QUINTA DO ERVEDAL

Baião, Portugal

2016

Photography and website creation in Wordpress.

<http://quintadoervedal.pt>



MEDRONHALVA

Lisbon, Portugal

2013-2017

Responsible for all the visual communication of the company: logo, website, Facebook, cards, flyer, triptych, labels and illustrations.

<https://luisbalboa.com/medronhalva/>



Paulo de Vilhena
BUSINESS EXCELERATORS

PAULO DE VILHENA - BUSINESS EXCELERATORS

Lisbon, Portugal

2017

Desenvolvimento do novo logotipo do negócio.

<https://luisbalboa.com/logotipo-paulo-de-vilhena/>



MEDRONHALVA

Panecova, Portugal

2017

Website in Wordpress, logo and illustrations.

<https://medronhalva.pt>



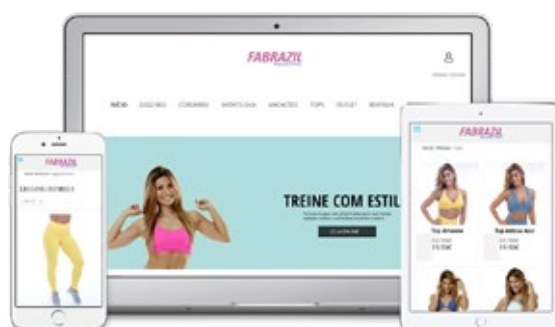
EMPORSPIRITS - IMPORT AND DISTRIBUTION OF EXCLUSIVE DRINKS

Lisbon, Portugal

2017

Graphic Design of Christmas cards.

<https://luisbalboa.com/empor-spirits/>



FABRAZIL

Lisbon, Portugal

2016

Website with shop in Woocommerce (Wordpress).

<http://fabrazil.pt>



PLM - RETAIL SPECIALISTS

Aveiro, Portugal

2016

Creating new design for Web page and integrating in Wordpress responsive.

<http://plm.pt>



MONDE ENFANCE

São Paulo, Brazil

2013-2016

Development of vignette (bird animation and logo) for the videos on the YouTube channel.

<https://luisbalboa.com/monde-enfance/>

<http://www.enfance.com.br>



IDAPE - INSTITUTE OF INNOVATION DEVELOPMENT AND IMPROVEMENT OF PEOPLE AND COMPANIES

São Paulo, Brazil

2015

New logo and website of the Institute.

<http://works.luisbalboa.com/idape>

<http://idape.com.br>



QUINTA DO ERVEDAL

QUINTA DO ERVEDAL - HOUSING TOURISM

Baião, Portugal

2016

Soon restyling, website, flyers and cards.

<https://quintadoervedal.pt>



PK TREINAMENTOS

São Paulo, Brazil

2013-2015

New logo, announcements, illustration and website of the online formations center.

<https://luisbalboa.com/pk-treinamentos>



INSTITUTOPTICO - LINHA ÓPTICA

Aveiro, Portugal

2015

Giveaway application in Wordpress for acquisition of contacts and Digital Marketing actions.

<https://luisbalboa.com/linhaoptica>



CRÓNICAS DA MATERNIDADE - BLOG

Lisbon, Portugal

2015

Web Design and new site in Wordpress for Portuguese blogger Patricia Costa.

<http://cronicasdamaternidade.com>



DICAS DE GRAÇA

São Paulo, Brazil

2014-2015

Logo, website, video editing in motion graphics for the communication of vloguer Cristiana Graça.

<http://dicasdegraca.com>



SHOPTIMÃO CORINTHIANS - NETSHOES

São Paulo, Brazil

2012

Image capture, video editing and post-production.

<https://luisbalboa.com/shoptimao-corinthians/>



GOOGLE BRASIL - YOUTUBE MODA/BELEZA

São Paulo, Brazil

2014

Graphic design of presentations in KeyNote and webdesign.

<https://luisbalboa.com/youtube-modabeleza/>

<https://www.youtube.com/user/ytmoda>



SOCIAL INSPIRATION

São Paulo, Brazil

2013

Illustration and video of the theme Social Inspiration where he developed as a designer throughout the image event fashion MUSEUM Fashion Weekend 2010 and 2011.

<https://luisbalboa.com/social-inspiration>



HOPE LANGERIE

São Paulo, Brazil

2014

Editorial Design in KeyNote for customer presentations.

<https://luisbalboa.com/hope>

<http://www.hopelingerie.com.br>



MUSEUM FASHION WEEKEND

Aveiro, Portugal

2010-2011

Creating the entire image of the event: logo, website and videos.

<https://luisbalboa.com/museum-fashion-weekend/>

PORTFOLIO



TOSCCA - SOLUÇÕES EM MADEIRA

Oliveira de Frades, Portugal
2011

Website, catalogue, billboards, ads, DVD.
<https://luisbalboa.com/toscca>
<http://www.toscca.com>



DIVILUX - SPACE DIVISION

Águeda, Portugal
2010

Website, ads for magazine, DVD, calendar 2010.
<https://luisbalboa.com/divilux>



MARIZA & GILBERTO GIL - MUSICAL CONCERT

Municipal Stadium of Aveiro, Portugal
2005

Communication Design of all event holders: website, advertisements and billboards.
<https://luisbalboa.com/concerto-mariza-gilberto-gil/>



PS - AUTÁRQUICAS 2005

Aveiro, Portugal
2005

Design communication of the entire political campaign of the candidate Dr. Alberto Souto.
<https://bit.ly/2mxvUWa>

ILLUSTRATION



PORTUGAL COTIDIANOS

2005-2017

Digital art and painting on artistic canvas for interior decoration of spaces.
<https://luisbalboa.com/ilustracao-portugal-cotidianos/>



CUBA COTIDIANOS

2008

Digital art and painting on artistic.
<https://luisbalboa.com/ilustracao-portugal-cotidianos/>