

Graphic Designer

→ Juliana Pires

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Welcome to my portfolio.

My name is Juliana Pires.

HARD SKILLS

Graphic and Editorial
Design, Branding,
Illustration, Motion

SOFT SKILLS

Creativity, Responsibility,
Empathy, Critical thinking,
Teamwork, Communication

LANGUAGES

Portuguese . native
English . advanced
French . beginner
German . beginner

EXPERIENCE

2021 . today
Freelance
Currently working for
Porto Ambiente and the
Porto Climate Pact

2022 . Apr to Dec
Graphic Designer at
Renegade Insurance .
Remote

2019 . 2021
Internship and Junior
Designer at Arxi, Digital
Solutions . Leiria

EDUCATION

2021 . 2024
Master in Graphic
Design and Editorial
Projects from University
of Porto . Fbaup

2016 . 2019
Graduation in Design from
University of Lisbon . Faul

2013 . 2016
Design, Ceramics
and Sculpture Course .
Csm Fatima

COMPLEMENTAR TRAINING

2023 . Mar to May
Rotaeco Academy .
training for sustainability

2020 . 25h
Digital content
management at Ufcd

PARTICIPATIONS

2024 .
Design commit'24 .
Presentation of the article
'Design Awareness: A
Collaborative Initiative
for Climate Change
Engagement in Porto"

Contribution for the book
'Design and Industry:
Scenarios for Sustainable
Futures' by Taylor and
Francis

2019 . 1 week
Social and Cultural Design
Workshop in Monchique .
by Faul

2018 .
One Day Design Challenge .
Design Contest by Roca



I am a graphic designer
passionate about using creativity
to make a difference in the world
we live in, one project at a time.

Unlocking ideas and developing meaningful concepts that add depth to projects is what I love most about design.

My portfolio showcases some of my works, highlighting my skills in graphic and editorial design, branding, illustration and simple motion graphics. As a creative and curious person, I'm keen to learn something new everyday.

When I'm not designing, you might find me reading, knitting, gardening, enjoying a drink with friends, or perhaps trying to do it all at the same time.

INTERESTS

Sustainability
Social Justice
Nature → Gardening,
Hiking, Camping.
Creativity → Knitting,
Illustration.

OTHER EXPERIENCES

2024 . 28 days
Interrail travell:
Switerzland, Germany,
Netherlands, Belgium,
France, Spain

2024 . 2 months
Workaway as waitress
at *Park Cafe*, Austria

2018 . 2021
Game Master at *Unum
Secretum* Escape Room,
Portugal

2018 . 2020
Event Attendant at
weddings *Quinta dos
Lagos*, Portugal

2016 . 3 months
Summer Camp Monitor at
Ritmos Fortes, Portugal

2011 . 2023
SCOUTS . Develop skills
in teamwork, leadership,
empathy and community
service while growing up
and having fun.
↓ Highlight projects.

2022 . 2023
Djunta Mon
Volunteering and exchange
project in Cape Verde, 15-day
workcamp in Calheta S.Miguel

2019 . 2022
Rafiki
Initiative to reduce social
isolation in central Portugal,
supporting communities.

2020 .
Auxiliar.pt
Volunteer and communication
coordinator for a initiative
related to the pandemic.

2019 .
100 Anos, 100 Sorrisos
Social service initiative
dedicated to providing 100
hours of volunteer work.

2018. 2019
Cenaculo . Youth Forum
Organizer and Communication
Coordinator

2016. 2021
Staff Quinta do Escuteiro
Team member and
Communication Coordinator

Volunteer Work
Multiple volunteer work
over the years with social
organizations such as the Red
Cross, Portuguese Food Bank,
senior care homes and animal
shelters.

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Design for Sustainable Behaviour

2024 . FBAUP . MASTER'S THESIS . ABSTRACT

This project aims to apply graphic design as a tool for social action within the scope of the climate crisis, using design strategies to change behaviors. It results in the development of a communication campaign in partnership with the Porto Climate Pact, aiming to inspire sustainable practices among citizens.

The climate emergency is an urgent problem of our time and requires all possible efforts to minimize its unpredictable consequences. Structural changes in our society are necessary — such as reducing the use of fossil fuels — but it is also essential to transform mindsets and adopt more sustainable gestures in our daily routines — such as a better use of water or energy saving, actions that are within the reach of the average citizen.

Thus, following Leyla Acaroglu's Disruptive Design Methodology, efforts were made to understand the role that designers can adopt and which strategies to follow to influence behavior change. Subsequently, with theoretical support from BJ Fogg's Behavioral Model, a communication campaign was developed to raise awareness, inform, and encourage the adoption of behaviors that promote greater sustainability in the city. The campaign led to the creation of eight animated posters for the city's digital mupis, an online page designed to inform about the highlighted topics, and various alternative graphic elements intended to be in some public spaces and encourage conscious practices.



The goal is to encourage reflection and trigger action among citizens, calling for collective participation and making them active partners in the transition towards a carbon-neutral city.

COMPLETE FILE HERE ↙



What's in our hands?

2024 . COMMUNICATION CAMPAIGN WITH THE PORTO CLIMATE PACT

This communication campaign was launched last September through various communication channels in the city of Porto.

The project is all about answering those questions that pop up when we realise we need to do something about the climate crisis: What can we do? And how can we do it?

From this emerged the quote that became the campaign's motto and title: *'What's in our hands?'* It plays with both its literal and figurative meanings, emphasising each person's potential to contribute to a sustainable future with their own hands.

We aimed for a positive, accessible tone — avoiding an institutional or corporative approach — instead using vibrant colors, dynamic illustrations, humor, and local cultural references to make the message relatable and engaging for the public.



What's in our hands?



The oversized hands symbolise the ability, responsibility and power to adopt more environmentally friendly behaviors. They illustrate practices that everyone can adopt across seven key areas of sustainability:

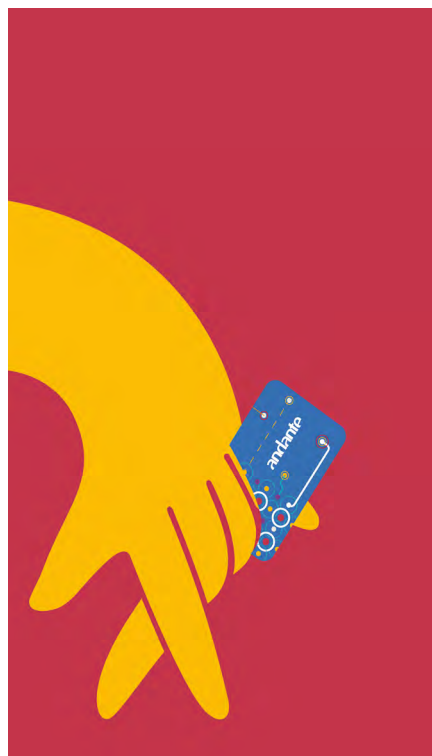
Buy local



Reduce food waste



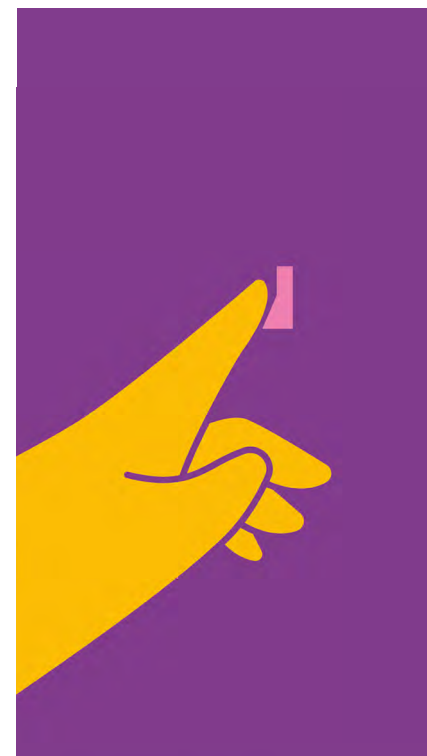
Separate waste



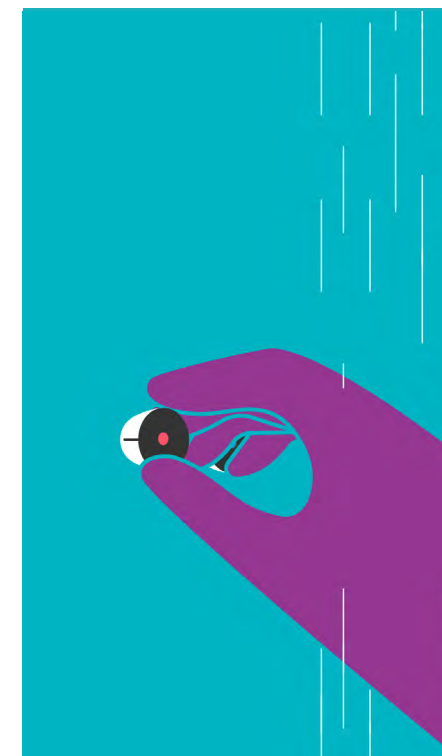
Use public transport



Choose green energy

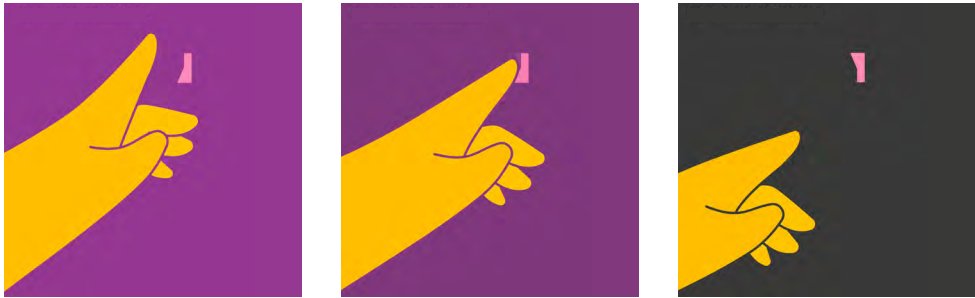
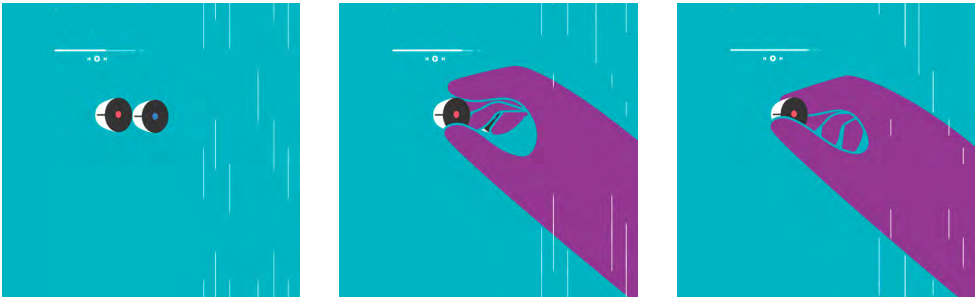


Save energy

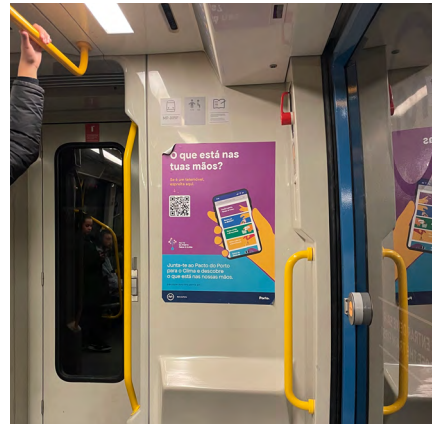


Save water

For each topic, we developed an animated poster for the city's digital mupis. A simple and quick gesture is followed by a call to action inviting everyone to visit the website and learn more.



Additionally, we created a series of alternative graphic elements for public spaces, designed to nudge and inspire conscious, sustainable practices.



Manicómio

2022 . FBAUP . CONCEPT . EDITORIAL . PRINT

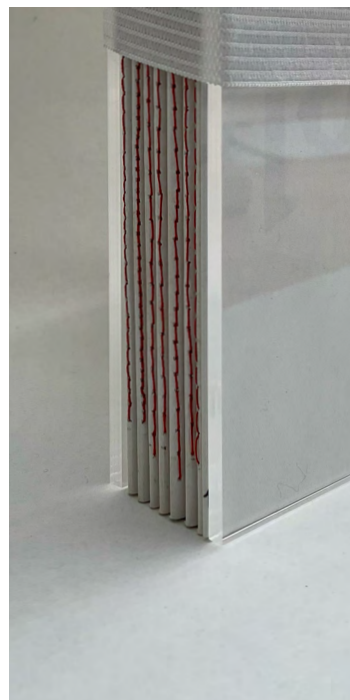
Manicomio is a Portuguese word meaning madhouse. It carries a very negative and pejorative connotation, associated with psychiatric hospitals and rehabilitation centres where mentally ill and disturbed people used to be sent.

It is also the name of a Portuguese association created by and for artists with some kind of mental disorder. This “asylum” is unlike those places we've heard about, it is a place of freedom and artistic expression, where art meets mental health and human rights.

This project aims to portray the association and its resident artists through an editorial artifact.

The final object is made up of several notebooks – each one dedicated to an artist – structured together, reinforced by a front and back acrylic cover, that in a way represents the institution, transparent, protector, aggregator

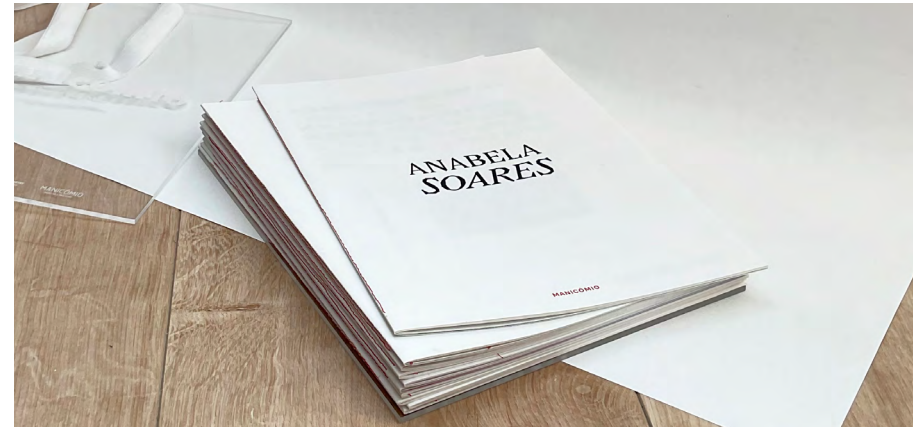
Technical details . Transparent acrylic cover with laser engraving . Manual red thread binding . Elastic band





Despite the growing dialogue surrounding mental health, there remains a sense of distance from those who have experienced profound mental illness. This artefact was designed to provide a moment of approach and closeness to this subject and these individuals, as if the act of releasing the elastic bands - metaphorically

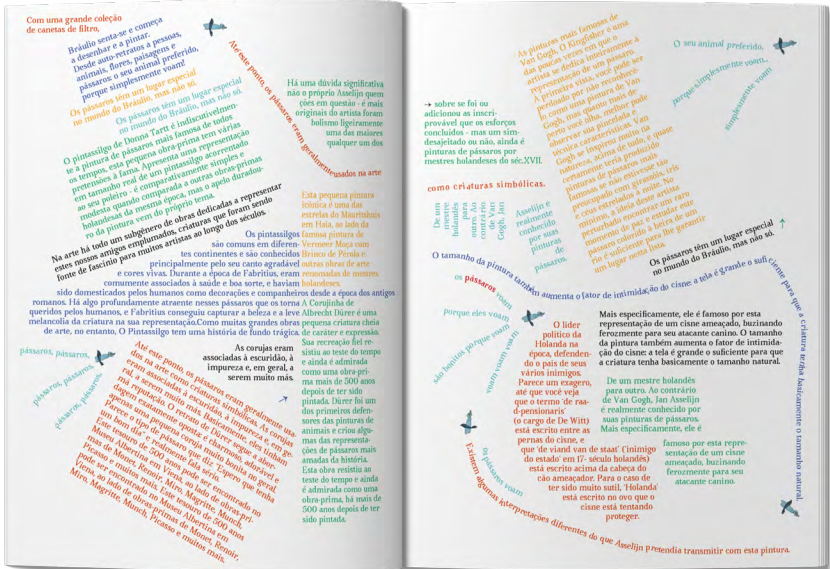
representing a straitjacket - would allow a closer look and a deeper understanding. Then a leaflet introduces and guides the reader, setting the scene for what follows: a presentation of each artist, with a distinctive graphic style and narrative, carefully crafted to reflect their work and personality.



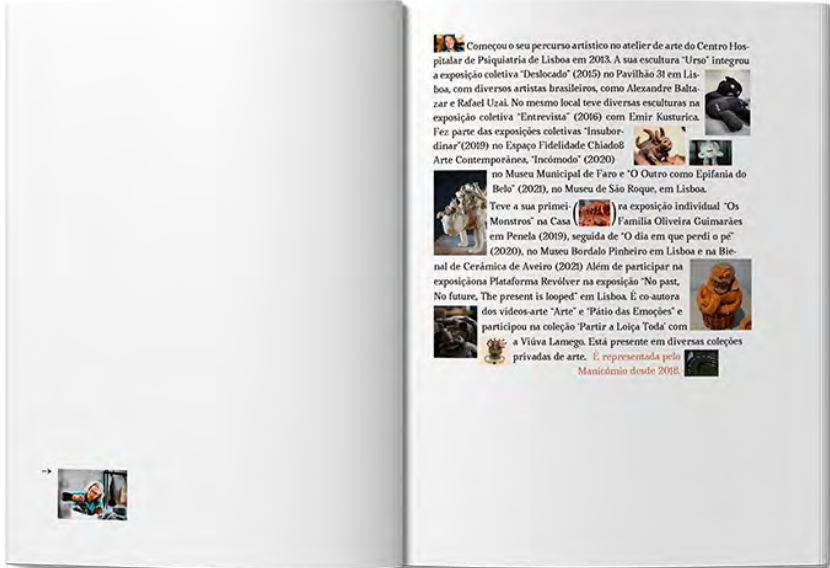
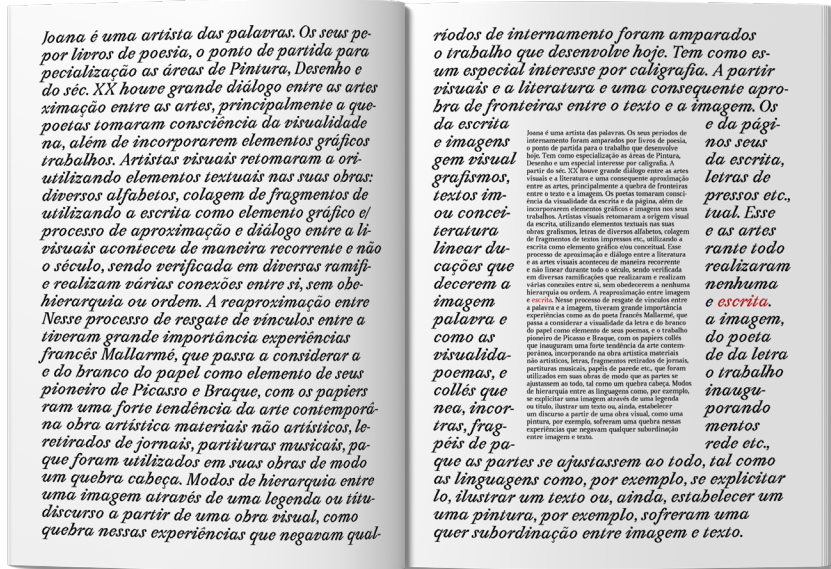
Anabela Soares



Braulio



Joana Ramalho



Releasing her inner monsters through her art.
impulse . energy . fragmentation . rage

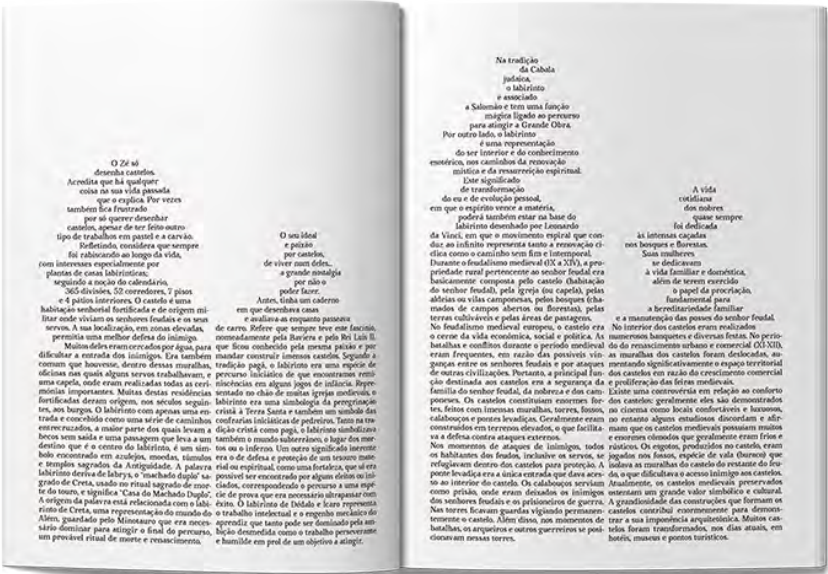
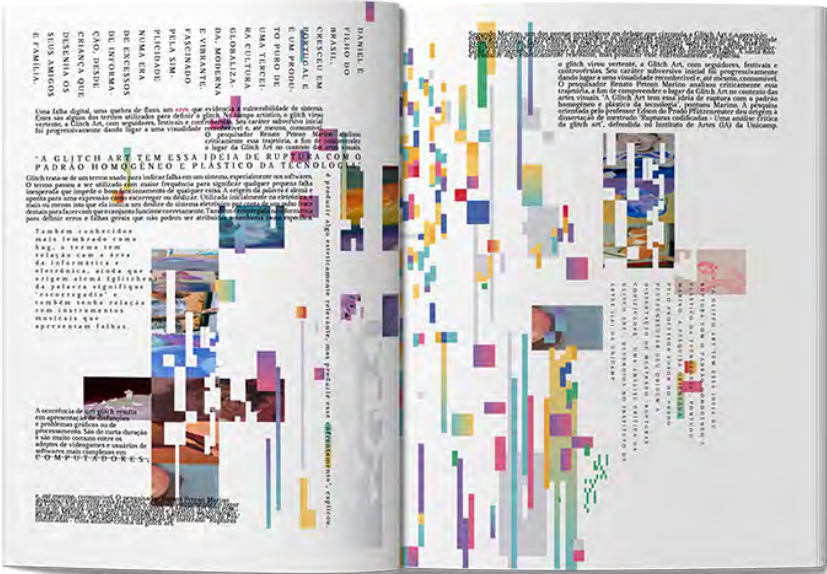
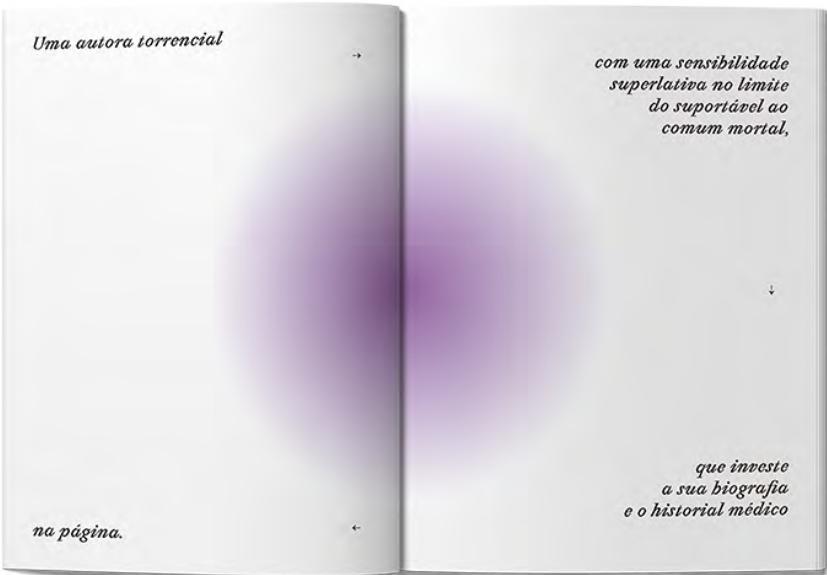
Expressing his own child imagination.
ingenuity . joy. uniqueness

Her emotions take shape on paper.
urge . write . peace

Claudia R. Sampaio

Daniel Artur

Ze dos Castelos



Creating from within a bubble of melancholy.
poetry . dissonance

Embracing the beauty of error
glitch . bizarre . digital . bug

A dreamer building a world of castles.
enchantment . fascination

Anabela Soares

A mulher que
arranca monstros
do barro.

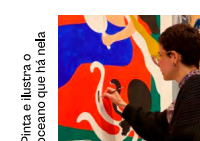


Bráulio

Um desenho
silencioso, que
traz cor e alegria



Carolina Carvalho



Pinta e ilustra o
oceano que há nela

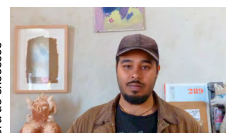
Cláudia R.Sampaio

Poeta da solidão e
pintora da fantasia



Daniel Arthur

Fascinado pelo
bizarro nesta
era de excessos



Filipe

Cerqueira

Vive no mundo dos
desenhos animados



Joana Rama-

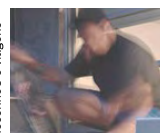
lho

Entre as palavras e
o pincel, o controle
e o descontrolado



Jos*

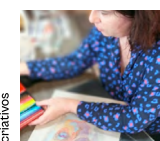
A volta da pintura,
desenhos e viagens



Micaela Fik-

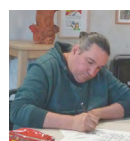
-off

Fusa de mix de
diferentes mundos
criativos



Zé dos Castelos

Arquiteto dos
palacetes onde
sonha viver



The weight of mental health

2021 . INFOGRAPHICS . EDITORIAL . COLLAGE ILLUSTRATION

The Weight of Mental Health is an experimental project in infographics, editorial design and digital illustration. It served as a design exercise developed during the study of these topics for the project *Manicomio*.

Using real data from the *Institute for Health Metrics and Evaluation*, this project presents a series of infographics, styled as a magazine article, that showcase the global prevalence of mental disorders, with a particular focus on Portugal. It transforms this data into compelling visual narratives through collage and image processing techniques.

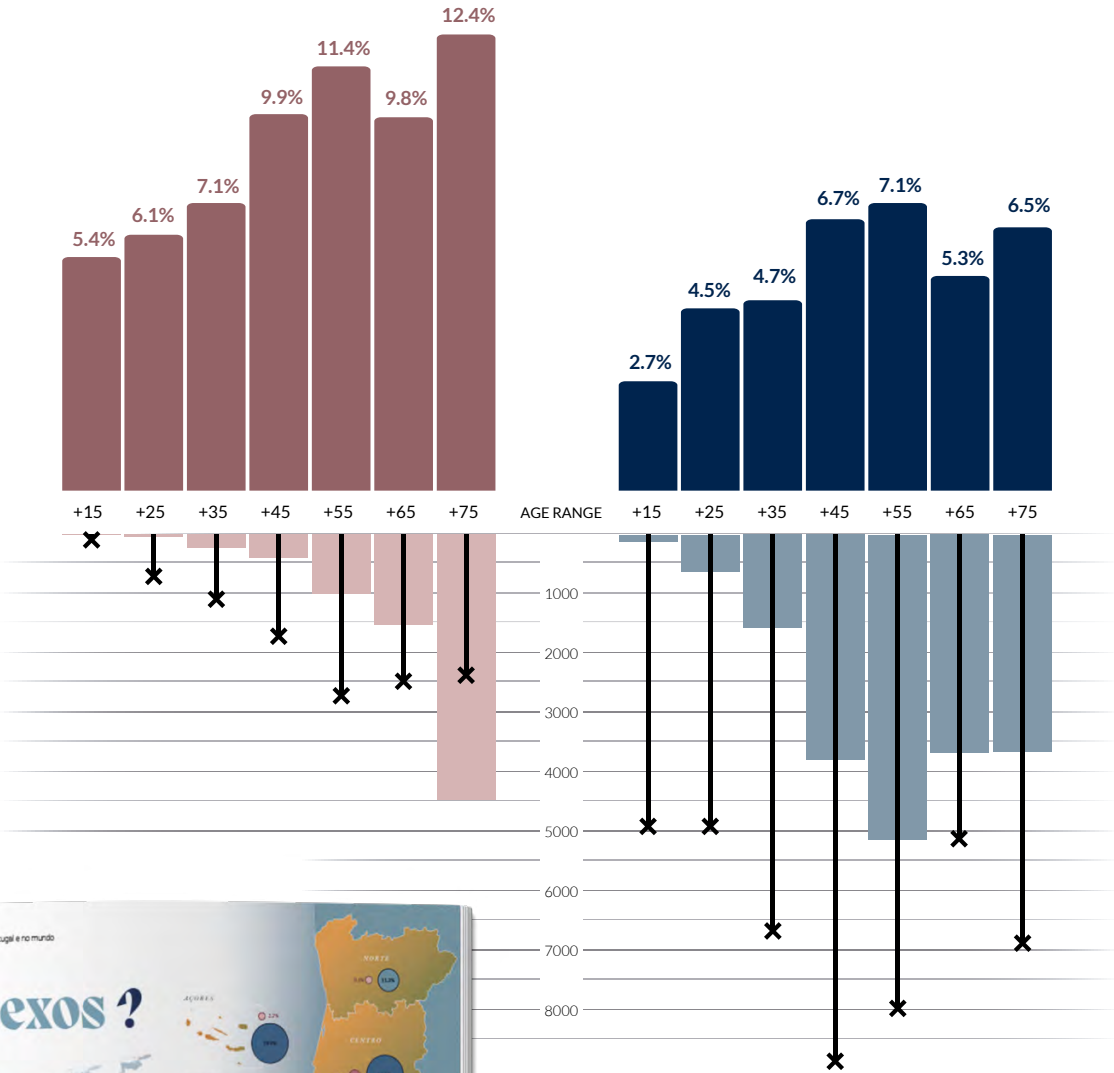
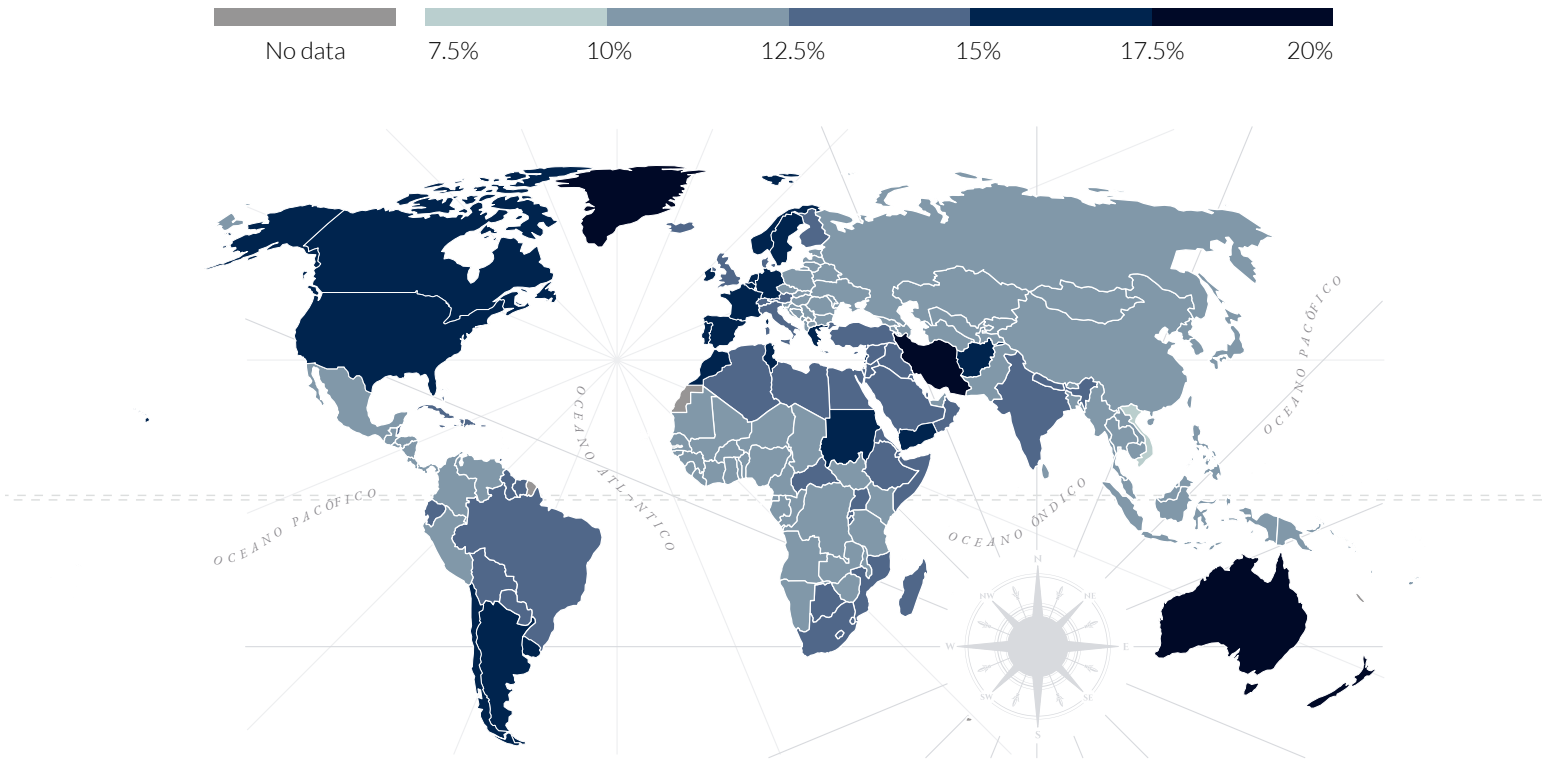
The project explores the world's population affected by mental disorders and reveals the most common mental diseases in Portugal. Additionally, it examines gender disparities and delves into territorial differences by mapping these rates across the country.



Global Burden of Mental Disease and substance use disorders, IHME 2017



Global Burden of Mental Disease and substance use disorders, IHME 2017



4

12% das doenças em todo o mundo são do foro mental

Percentual da população com transtornos de saúde mental e uso de substâncias, 2017

Fonte: IHME, Global Burden of Disease

Em Portugal e no mundo

Nos países desenvolvidos este número sobe para 23%

Os transtornos mais observados são a depressão, ansiedade, bipolaridade, esquizofrenia e dependência de substâncias.

A taxa populacional de transtornos de saúde mental também podem derivar de país para país devido ao acesso mais fácil a serviços de saúde mental em alguns países onde podem ser diagnosticadas mais facilmente ou podem até ter maior probabilidade de automedicação da doença mental. Em vários países, ainda há um forte estigma associado a vários problemas de saúde mental e, em alguns países, esse estigma acompanha uma crença ainda difundida de que é melhor simplesmente evitar falar sobre doença mental.

Vários transtornos mentais são mais comuns entre as mulheres, incluindo transtornos de ansiedade, transtornos depressivos e transtornos bipolares. Algumas dessas diferenças de género podem ser devido a uma maior propensão das mulheres a relatar esses problemas. No entanto, uma exceção são os transtornos por uso de drogas, que são mais de duas vezes mais prováveis de ocorrer em homens do que em mulheres, em média, nos países da UE.

% da população com perturbações mentais

Fonte: IHME, 2018 (última atualização 2018)

8

Há diferenças entre sexos ?

Talvez... Vejamos os números à cerca da depressão crónica e mortalidade associada à doença mental por sexo e idade:

A depressão é uma das doenças mentais mais comuns nos portugueses, e apesar de conseguirmos perceber algumas tendências entre homens e mulheres, não há um sexo forte. Várias entidades confirmam uma diferença de género substancial na depressão crónica autorrelatada, com mais de uma em cada dez mulheres (8,8%) indicando que sofrem de depressão crónica, em comparação com um em dezanove homens (5,3%).

Para as mulheres é mais frequente ter depressão crónica.

A depressão é um dos principais impulsionadores do suicídio, quase 800.000 pessoas morrem por suicídio no Mundo, todos os anos, o que corresponde aproximadamente a uma morte a cada 40 segundos. Em Portugal suicidam-se 3 pessoas por dia. Estimam-se que estas mortes possam ser evitadas em maior número, uma vez que o seu registo nem sempre é feito devidamente. A maior parte das pessoas que morreu por suicídio sofria de problemas de Saúde Psicológica (nomeadamente Depressão e Consumo Problemático de Álcool). No entanto, felizmente a maior parte das pessoas que sofrem de problemas de Saúde Psicológica não morrem por suicídio.

Fonte: Eurostat Database, 2015

Em Portugal e no mundo

Os homens têm maior propensão para o suicídio.

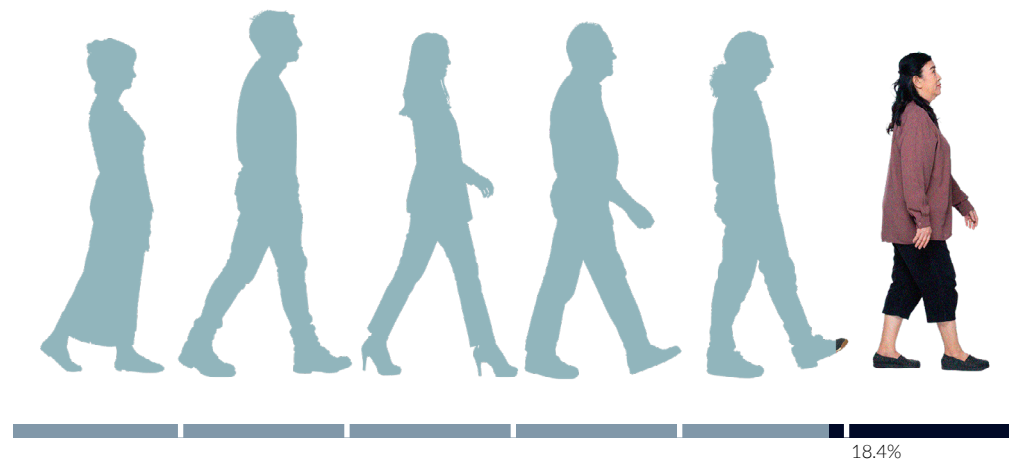
Distribuição percentual de mortes autoprovocadas no território nacional.

Fonte: IHME, 2017 (última atualização 2017)

Cerca de 22,4% das mortes em Portugal são autoprovocadas. Sabemos que grande maioria das pessoas que morreu por suicídio sofria com problemas de Saúde Psicológica e na verdade, muitas delas nem queriam necessariamente morrer, mas sim escapar à dor.

- W % POPULATION WITH MENTAL ILLNESS
- M
- W MORTALITY RELATED TO MENTAL ILLNESS
- M
- ✕ NR DEATHS BY SUICIDE

Mental illness in Portugal by gender and age group, and number of deaths related to it, Eurostat Database 2015



Mental illnesses in the Portuguese population, IHME 2018

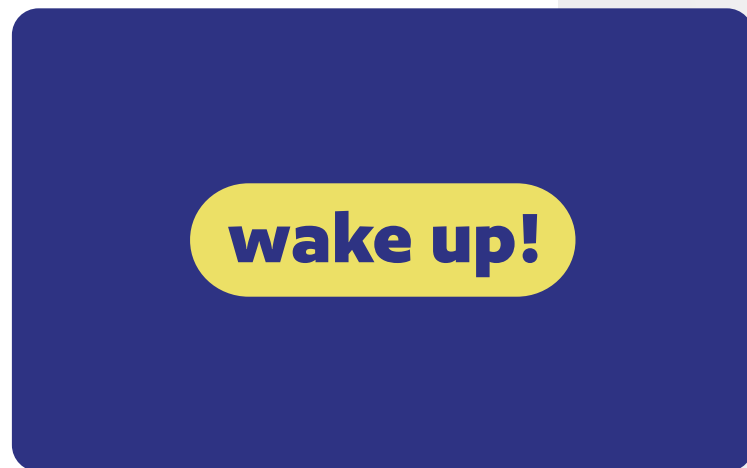
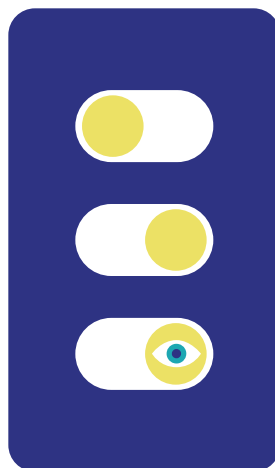
WAKE UP

2024 . PORTO. CONCEPT . LOGO . BRANDING

In the context of the climate transition, Porto City Council developed this project as part of the *Porto Climate Pact*, under the *NetZeroCities* initiative and funded by the *European Union*.

The project will lead to a mobile app to empower citizens based on their consumption patterns, providing personalized tips for impactful changes in key areas (water, energy, mobility, waste and consumption) and rewarding their sustainable habits.

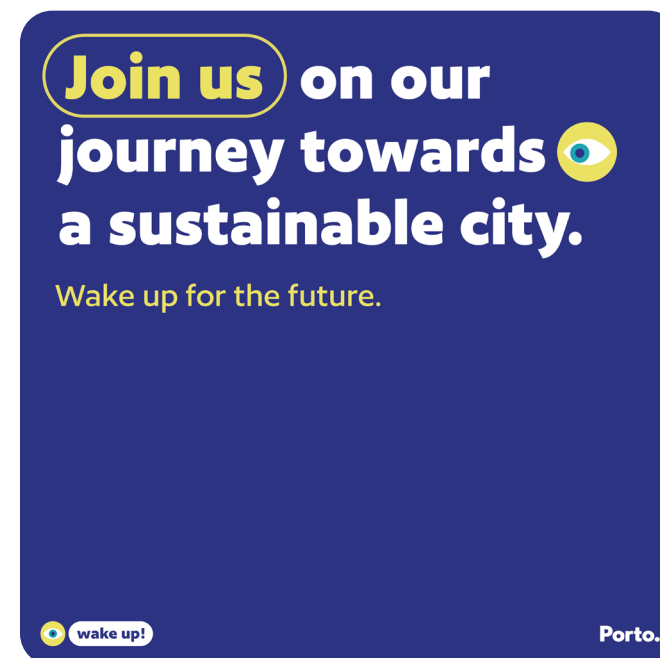
The brand identity, tone of voice and values were developed alongside the graphic universe and it reflects a vision of a collaborative and sustainable future for Porto, aiming to bring everyone together for a shared goal.

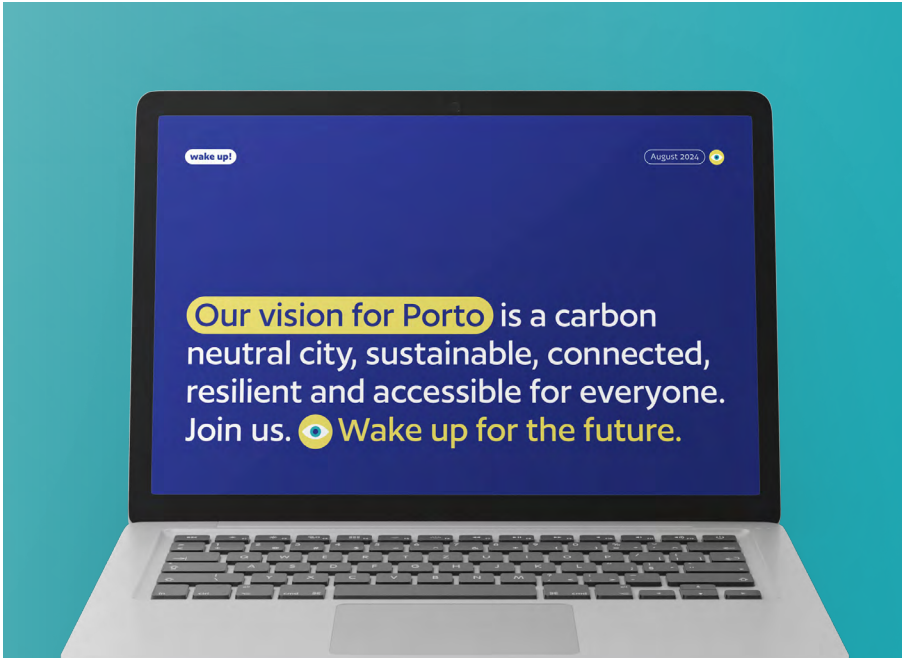




'We need everyone's eyes on the future' is a call for all citizens to wake up and stay aware for the need to embrace this collective mission.

The eye became a central symbol, representing awakening and awareness. It embodies the idea of staying alert, looking ahead and united in this collective vision for the future of Porto.





wake up!

Our VisionWAKE UP APPPartnersNewsGet the App

The app that allows you to help make our vision for Porto's future, a reality!

This project aims to support and empower citizens by offering tools and resources that promote informed decisions and induce greater sustainability in crucial areas such as water, energy, mobility, waste management and consumption.

Energy

Water

Mobility

Waste

Consumption habits

wake up!

and make our city rise and shine.

green

sustainable

digital

collaborative

digital

resilient

connected

prosperous

equitable

efficient

inspiring

vibrant

clean

safe

accessible

intelligent

healthy

equitable

WE NEED ALL EYES ON THE FUTURE.

Join us on our journey towards a sustainable city



Roadmaps with imPact

2024 . PORTO . MEDIA . EDITORIAL . PRINT



Roadmaps with imPact is a project under the Porto Climate Pact, to showcase effective solutions across the city for climate action.

The first season of this project introduced five roadmaps that guided participants through different institutions and public spaces, highlighting initiatives that contribute towards the city’s decarbonization efforts. The goal was to invite everyone to "Walk the paths for a carbon neutral Porto. Step by step towards neutrality."



The design concept draws inspiration from old paper maps, using textured backgrounds, topographic lines and orientation elements to create a sense of exploration.

ROTEIROS COM *IMPACTO*

VENHA PERCORRER OS CAMINHOS PARA
UM PORTO NEUTRO EM CARBONO



This visual identity was applied to a poster, social media posts, banners and newsletter visuals to introduce and spread the initiative. Additionally, a leaflet was created for each one of the five roadmaps, providing key information about the featured locations.





Some pictures of the leaflets distributed at the Roadmap events



The metamorphosis

2018 . EDITORIAL . COLLAGE ILLUSTRATION



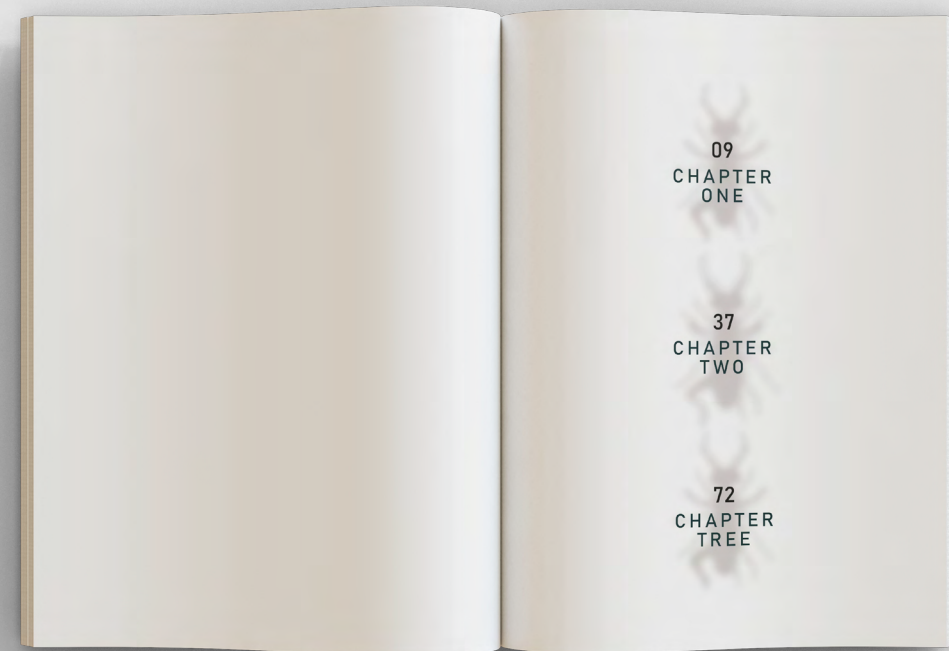
This project is an editorial and illustration design exercise for Kafka's book 'The Metamorphosis'. The bizarre and eccentric story of a man who transforms into an insect inspired a design concept centered on mystery and transformation.

The front cover features the shadow of a man, while the back cover shows the shadow of an insect — a visual representation of the transformation that unfolds throughout the story. This image reflects the protagonist's journey and gradual loss of humanity throughout the book.





In this pocket-sized edition, each of the three chapters features a progressive collage where human and insect parts merge. As the story unfolds, the human elements gradually vanish, replaced entirely by insect anatomy—mirroring the protagonist’s loss of humanity.



CHAPTER
ONE



CHAPTER
TWO



CHAPTER
TREE

Thank you.

Thanks for your time.
Let's get in touch!

