

## ANA LUIZA GOMES PEREIRA

---

### PERSONAL INFORMATION

Address: Rua Maranhão, 1673/303 Funcionários 30150-331 BH MG Brazil Date of birth: 10.30.1982  
Telephone: +55 31 9162 1874 E-mail: analuizagomes@gmail.com Website: www.anamappe.com.br

### PROFESSIONAL EXPERIENCE

- Visual Communicator – Senior [July 2008 – Present]  
**Greco Design** | R. Rio Verde 150 Anchieta MG, Brazil  
Responsible for the development of projects such as: exhibition design “20 anos do Arquivo Público da Cidade de Belo Horizonte” 2011], visual communication of “Festival Internacional de Curtas de Belo Horizonte” [2011], editorial design of “Palíndromo” for Rona Editora [2010], signage of Fundação Dom Cabral [2010], exhibition design “80 anos Estado de Minas” [2009] and identity design of “Boudoir” [2009].  
Account management of several clients such as: Arquivo Público da Cidade de Belo Horizonte, Estado de Minas and Fundação Dom Cabral.  
Responsible for monitoring the printing of the projects designed.  
Prize: IDEA BRASIL – Fundação Dom Cabral Signage [Category: signage].  
Publications: Creativity & Commerce Awards [Print Magazine, 2011] – Boudoir Identity Design and Fundação Dom Cabral Signage.
- Visual Communicator – Senior [November 2007 – July 2008]  
**Designcomz** | R. José Ramon Urtiza, 890 cj 8 SP, Brazil  
Responsible for the development of internal communication projects for Natura Cosmetics.
- Visual Communicator [March – November 2007]  
**Editora Abril** | Editora Abril Av. das Nações Unidas, 7221 SP, Brazil  
Responsible for the editorial design of “Capricho” teenage magazine.  
Management of an extensive group of collaborators: illustrators, photographers, set designers and stylists.  
Prize: “9º Bial Brasileira de Design Gráfico” – “Capricho” Magazine [category: editorial design]
- Visual Communicator [March 2006 – February 2007]  
**Hardy Design** | Rua Araguari 1541/05 MG, Brazil  
Responsible for the development of communication projects such as: identity design of the movie “Andarilho” by Cao Guimarães, identity concept and design of Institute of Contemporary Art Inhotim and webdesign of “Mutantes” site.  
Responsible for monitoring the printing of the projects designed.  
Prize: “9º Bial Brasileira de Design Gráfico” – “Andarilho” Identity [category: type design]  
Publications: Logo Design vol 2 [Taschen, 2009]; “Experimenta 59” [2007] and Creativity & Commerce Awards [Print Magazine, 2007] – INHOTIM Identity
- Visual Communicator – Junior [September 2004 - August 2005]  
**Sapien Design** Av. Francisco Sales, 1614 MG, Brazil  
Responsible for the development of communication projects such as: editorial design of the book “Bolsa Pampulha” from “Museu de Arte da Pampulha” and web development of “Guardiões do Patrimônio”, with work from the photographer Kátia Lombardi.  
Responsible for monitoring the printing of the book and the code programming of the website.  
Prize: “8º Bial Brasileira de Design Gráfico” – “Guardiões do Patrimônio” [category: webdesign]

### DEGREES

**B.A. Communication** [2000 – 2004]

PUC Pontifícia Universidade Católica, Brazil

**B.A. Graphic Design** [2000 – 2006]

UEMG Universidade Estadual de Minas Gerais, Brazil

**Postgraduate Degree Fashion Design** [2010 – Present]

FUMEC Fundação Mineira de Educação e Cultura, Brazil

INTERNATIONAL EXPERIENCE

**University of Arts London, England** [September 2011]

Short Course Certificate Introduction to Curating Contemporary Art Exhibitions

**Fachhochschule Potsdam, Germany** [2005 – 2006]

Guest Student B.A. Visual Communication

**Bauhaus Universität Weimar, Germany** [September 2005]

Course: German

**Forest Hill School, Australia** [1999 – 2000]

High School Exchange Program

**Real Colegio Alfonso XII, San Lorenzo de El Escorial, Spain** [June 1997]

Course: Spanish

FUTHER QUALIFICATIONS

**Course: Methodology of Research and Trend Analyses**, with Dário Caldas [Master's Degree in Communication]

OBSERVATÓRIO DE SINAIS R. Dona Augusta Gorgueira, 76 SP [February 2011]

**Course: 5<sup>th</sup> International Seminar of Behaviour and Consumption** with Francesco Morace [President of The Future Concept Lab].

SENAI CETIQT Av. Das Americas, 3.434 RJ [August 2010]

**Course: “Curso abril de Jornalismo” Trainee Programme of EDITORA ABRIL**

EDITORA ABRIL Av Nações Unidas 4777, São Paulo, SP [February 2007]

PRIVATE PROJECTS

**A Pattern a Day Blog** [www.anamappe.com.br/blog](http://www.anamappe.com.br/blog) [2009 - Present]

International coverage of London Fashion Week [September, 2011]

Organization of international TEDx Live transmission [2011]

Collaborator writer of “DiamondMall Blog Diariamente” [www.diamondmall.com.br/blog](http://www.diamondmall.com.br/blog) [2011]

SKILLS

**Languages:** Fluent in English. [6 years] advanced German [3 years], intermediate Spanish [2 years]

**Software:** Adobe Suite Package [Photoshop, InDesign and Illustrator] and Microsoft Package [Word, Excel and PowerPoint]