






## Francisco Gusmão


Marketing Management  
Product Designer  
Graphic Designer

### Contacts

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### About

I am a creative professional with over a decade of experience, results-driven, with solid expertise in design, marketing, and sales. Highly skilled in creating impactful visual strategies and marketing campaigns that drive audience engagement with brands and consequently increase sales. Proven experience in leading projects from conception to execution, aligning design and marketing goals to meet business needs. Ability to analyze market trends, develop effective communication plans, and build long-lasting relationships with clients and all stakeholders. Proactive and with strong skills in team and project management, always focused on optimizing and enhancing processes to maximize return on investment.

## Professional Experience


 01/02/2022 – CURRENT | Product and Communication Designer  
AMORIM CORK FLOORING

Product Design – Identifying customer needs, studying trends, selecting colors, and developing prototypes. Pilot production to verify feasibility and make final color adjustments for the high-precision Hymmen printer, along with color adjustments and monitoring with the printing technical team.


Communication Design – Developing branding for various purposes such as international trade fairs, events, and stores. Creating images for campaigns and social media. Developing POS (Point of Sale) components and supporting the sales team.  
[www.amorimcorkflooring.com](http://www.amorimcorkflooring.com)

 01/09/2021 – 01/01/2022 | Sales Representative  
ANTERO MOTORCYCLES


Account manager in the organization's sales department. Main role in CRM client management, advising on the best solutions while considering client expectations within the sector. Sales of motorcycles from the following brands: Kawasaki | Yamaha | Suzuki | Sym | Benelli | Vespa.  
[www.antero.pt](http://www.antero.pt)

 04/02/2017 – 31/08/2021 | Graphic Designer  
CASTROS LIGHTNING DESIGNERS


Project development, multimedia content production, photographer, social media manager, portfolio creation.  
[www.castros.com.pt](http://www.castros.com.pt)

 04/02/2014 – 31/08/2017 | Graphic Designer  
DKT REPRESENTAÇÕES


Development of school supplies collections based on licenses (Disney, LeCoqSportif, Benetton, Emoji, Marshmallow, Unkeeper, Cube). Packaging design and catalog creation.  
[www.dkt.pt](http://www.dkt.pt)

 31/12/2012 – 17/07/2018 | Sound and Lighting Technician  
UGO SOM & LUZ

Company specializing in the production of sound, lighting, and audiovisual presentations.  
[www.ugo.pt](http://www.ugo.pt)

 09/03/2012 – 09/02/2014 | Graphic Designer  
ATELIER 52

Branding, content development for websites, pagination, and vector illustration.

 31/03/2013 – 30/04/2013 | Graphic Design Internship  
GLAM CELEBRITY

Content development for websites, photo editing, advertising flyers, and posters.  
[www.glam.com.pt](http://www.glam.com.pt)

 01/03/2012 – 20/05/2012 | Graphic Design Internship  
LVM Leading Company in Hair Care Products (L'oréal, Kerastase)

Development of POS (Point of Sale) components and support for the commercial area. Creation of branding and package design.  
[lvmbarbersupplier.pt](http://lvmbarbersupplier.pt)



# Francisco Gusmão

## Languages (Oral/Written)



100%  
Portuguese  
Native



80%  
Intermediate  
English



70%  
Intermediate  
Spanish

## Skills



Design



Concepts



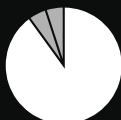
Direction



Time  
Management



Communication



Teamwork

## Additional

Motorcycle License (A, A1, A2)

Vehicle License (B, B1)

Certificate of Attendance for Training in Cybersecurity, Malware, and Document Protection

Map EGOS (Strat & Egos Institute)

## Education



2024 - 2024  
CCP - Certificate of Pedagogical Competencies  
ENA - School of Business and Administration  
www.ena.pt



2018 - 2021  
Bachelor's Degree | Level 6 - Marketing Management  
IPAM - Portuguese Institute of Marketing Administration

Healsi Water - Product Management  
Castelbel - Market Study  
Lightning Bolt - Cultural Adaptation for Internationalization  
Lion of Porches - Communication Plan  
Fabamaq - Social Responsibility Plan  
Vitae Professionals - Google Ads Campaign  
www.ipam.pt



2017 - 2017  
Video Post-Production Editing Course  
Alquimia da cor  
www.alquimiadacor.pt



2016 - 2016  
Web Developer Course html+css | Dreamweaver and Wordpress  
Alquimia da cor  
www.alquimiadacor.pt



2010 - 2013  
12th Year | Level 4 - Technical Course in Graphic Design  
Árvore Artistic and Professional School  
Integrated Internship - LVM (Training and Trade of Hairdressing Products, Ltd.)  
Integrated Internship - JUP (University Newspaper of Porto)

## Softwares

### Vectorial | Editorial

**Ai** Illustrator | Advanced Level

**Id** Indesign | Advanced Level

### Photography | Image Editing

**Ps** Photoshop | Advanced Level

**Lr** Lightroom | Advanced Level

### Video | Video Editing

**Pr** Premiere | Advanced Level

**Ae** After effects | Intermediate Level

**Me** Media Encoder | Advanced Level

### Webdesign | UX & UI

**Dw** Dreamweaver | Basic Level

**W** Wordpress | Intermediate Level

### Corporate Presentations

**K** Keynote | Advanced Level

**P** PowerPoint | Intermediate Level

### Management Software

**PHC** PHC | Intermediate Level CRM

**SAP** SAP | Basic Level

### Development of 3D Spaces

**S** Sketchup | Intermediate Level

**H** Homestyler | Intermediate Level

### Others

**W** Word | Advanced Level

**X** Excel | Intermediate Level