

TERESA PASSOS

Graphic & Product Designer

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Recommended by **Miguel Soeiro** - miguelsoeiro.com | Recommendation letter included



ABOUT ME

Designer with a background in industrial and graphic design, interested in how everyday objects and visuals can simplify complex actions through form and gesture. My work moves from identifying a real problem to sketching, prototyping and refining, and I am equally at home producing clean, print-ready work within an established visual system.

EXPERIENCE

Freelance Designer - Self employed

September 2024 - Present

- Managed multiple client projects independently, meeting deadlines and budgets.
- Produced branding, editorial and layout work for clients, from identity systems to print-ready documentation, communicating directly to understand needs.

Graphic Designer - UGURU (Concert Production)

June - September 2024

- Laid out and produced monthly campaign and editorial materials within established brand templates for three national newspapers, ensuring visual consistency and print-ready delivery.
- Delivered each design across multiple formats and channels, for instance print ads, ticketing platforms (FNAC, Ticketline), social media and web, ensuring consistency and print-ready quality under recurring deadlines

Design Assistant (Internship) - Atelier Design by Miguel Soeiro

May - October 2023

- Recognised by my supervisor for responsibility, punctuality and care with deadlines.
- Worked well within a team, valuing feedback and clear communication.

PROJECTS

ALIVENESS - Brand identity for a nature and garden-tour experience brand

2026

- Built the full visual identity, from research, competitor analysis and audience profiles to logo, colour and type.
- Grounded the design in brand strategy first, developing values, mission and moodboards into a coherent visual language.

INFÂNCIA 0.9 - Brand identity and guidelines for an early-childhood education consultancy

2024

- Created the first identity for a consultancy that did not exist yet, taking it from a blank page to a complete, consistently applied brand system.
- Grounded the mark in a story rather than decoration, using the papyrus to link education's heritage with a sustainable future.

BROW - Handheld tool for eyebrow threading

2022

- Observed the two-handed threading gesture and translated it into a one-handed spring mechanism
- Developed through iterative prototyping (cardboard, laser-cut parts, foam) into a production-ready render

EDUCATION

Bachelor's Degree in Design - IADE, Lisbon

2020 - 2023

Professional Product Design Course - António Arroio Art School

2016 - 2019

SKILLS & LANGUAGES

3D & CAD: Fusion360, AutoCAD

Visual & Communication: Illustrator, InDesign, Photoshop, Figma

Languages: Portuguese: Native | English: Fluent | Danish: Currently learning :)

DESIGN BY MIGUEL SOEIRO

Lisbon, January 24, 2024

SUBJECT: Letter of Professional Recommendation for Teresa Passos

Dear Sirs,

Teresa Passos was a student of mine in Industrial Design, a course I teach in the Design degree program at the Faculty of Design, Technology and Communication at IADE - European University. In an academic context, in addition to Teresa's talented and outstanding performance in the various assessment moments, I would also like to highlight her creative, interested and dynamic contribution in the classroom. It became clear that design is a passion for Teresa. To assess the course unit, the students were asked to develop a tool. Teresa and her colleague enthusiastically presented a proposal that I considered innovative and inspiring, and even suggested that it be patented. Her approach to problems and challenges is geared towards finding solutions that integrate and promote a balance between innovation, functionality and impact. Because of the academic performance and potential I identified, I invited Teresa to do a 6-month professional internship at my studio. In a professional context, she has always shown a great sense of responsibility, pride in her tasks and a zeal for schedules and deadlines. I was able to confirm that she greatly values discussion and the other person's opinion on resolution options. As such, the dynamic of guidance-discussion-execution enhances Teresa's performance and contribution.

For all the above reasons, I recommend Teresa for her tools, skills and personal characteristics that enable her to work on projects not only in the area of Industrial / Product Design but also in the areas of Communication Design and Environmental Design.

I believe that her contribution can be a differentiating factor and an asset to the team/organization she joins.

Assinado por: Miguel Brandão Flores Soeiro
Num. de identificação: 12022745
Data: 2024.01.24 15:22:36+0000'

Miguel Soeiro

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