



# Diana de Sousa

## Curriculum Vitae

### PERSONAL INFORMATION

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**Nationality:** Portuguese

**Languages:** Portuguese (mother tongue)  
English (excellent, IELTS = 8.5)  
Spanish (I understand 90%)  
French (fair)  
Finnish (basic)

### SUMMARY

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I'm a communication designer. I do concepts for digital services, information architecture, visual and interface design for digital media. I've worked also as a project manager in these areas. I can do some 2D animation and I know the basics about photography, video shooting and editing. I'm pragmatical and resourceful, very sociable and easy going. Excellent collaboration skills.

**Specialties:** Concepts for digital services, information architecture, graphic user interfaces, interaction design. Branding and identity, illustration. Project management, social networks, social media, communities.

**Main software skills:** Photoshop, Illustrator, Indesign, MS Visio, Dreamweaver, Flash, Final Cut Pro. Basic HTML and CSS, Actionscript 2.

### WORK EXPERIENCE AND EMPLOYMENT

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- 2010.07 / now      **Interaction designer at Digia.** Finland, Helsinki  
GUI for a mobile app, several web sites and one operating system. Creating marketing materials.
- 2006.09 / 2010.09      Freelance designer. Finland, Helsinki.  
Visual design, web design, illustration.
- 2008.03 / 2010.03      Project manager and digital designer at **Zipipop**, part-time. Finland, Helsinki.  
Coordination of projects with emphasis on social media. Visual design and web design.
- 2008.09 / 2010.01      Visual designer, partner at **Digitytöt**. Finland, Helsinki.  
Co-creator of the concept for a video-blog lifestyle magazine. Visual design for the web site and blogs.
- 2005.03 / 2006.08      Studio artist at advertisement agency **adsek**. Finland, Tampere.  
Developing marketing strategies and advertising campaigns with high emphasis on digital media.
- 2003.09 / 2005.02      New media designer at new media agency **T. business solutions**. Portugal, Lisbon.  
Creating graphics and interactive 2D animation for CD-Roms. Designing web sites, banners, e-cards.

### EDUCATION

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- 09.2006 / 05.2010      **Master of Arts in New Media.** Media Lab of the Aalto University School of Art and Design (Finland).  
I developed an online service for the Helsinki Design Museum to promote design education in daycares. It uses video and social media tools to encourage interaction between the museum, educators and children.
- 10.1996 / 09.2002      **Licenciatura degree in Communication Design.** University of Lisbon Fine Arts Faculty - FBAUL (Portugal).  
Relevant courses: Graphic design, Ergonomics, Drawing, Budgeting, Art History, Aesthetics.