



Miguel Couto

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Digital Creative and Brand Motion Designer

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Summary

Hello!

I'm a Digital Creative and Brand Motion Designer with over 8 years of experience in multimedia design. I specialize in creating digital assets, primarily for web applications, UI, websites, social media but also for Digital-Out-of-Home (DOOH), videomapping and interactive installations. I work well with others, and I'm always ready to jump in and help with a proactive attitude. I have a strong focus on the user experience, crafting captivating interactions across diverse media platforms. My skills include 2D and 3D animation (motion design), as well as video editing and production.

Work Experience



Senior Visual & Motion Designer EVBox

Feb 2023 - Present (1 year) - Amsterdam, Netherlands

Implement EVBox's new motion guidelines by creating rebranded assets that are easy to scale and localize across channels. Optimize and manage assets, including images, infographics, videos and animations for campaigns. UI design for newsletters and product pages. Additionally, implement the use of JSON Lottie files.



Motion Designer Body & Fit

Aug 2021 - Feb 2023 (1 year and 6 months) - Amsterdam, Netherlands

Implement Body&Fit's new motion graphics guidelines by creating multimedia assets. Produce explainer videos for daily online communication (e-commerce website, newsletters, Instagram, Facebook and TikTok). Guide and film Dutch influencers for the launch of new products, including BF10, Whey Protein, Whey Essential, etc



Web Designer (Front-End development and Motion Graphics) Medicare Portugal

Sep 2020 - Mar 2021 (7 months) - Lisbon, Portugal

Develop responsive and visually appealing landing pages for both internal and external communication using HTML, CSS, Tailwind CSS. Integrate dynamic animations through LottieFiles to enhance user engagement. Enhance brand motion graphics for online communication.



Multimedia Designer (DOOH - Digital Signage manager) Apatronics - Digital Signage by Apametal

Feb 2019 - Sep 2020 (1 year and 8 months) - Sintra, Portugal

Digital signage content management. Create motion graphics for Digital Out-of-Home (DOOH). Mupi Product Design. Online and offline communication. Signage software: G SuperSign; MagicINFO; Pluto;



Motion Designer and Video Editor Sport Lisboa e Benfica

Aug 2017 - Feb 2019 (1 year and 7 months) - Lisbon, Portugal

Create visuals within the Benfica brand in all video/graphics, ensuring brand consistency. Motion graphics and digital signage content management for Benfica Official Stores. Create digital assets for web, social media and Benfica TV channel. Video production for corporate and institutional television promos and commercials.



Graphic and Visual Designer Randstad Portugal

Jan 2017 - Aug 2017 (7 months) - Lisbon, Portugal

Daily online and offline communication; Institutional and corporate campaigns; Brand activation and support for Strategic Projects and Innovation;



Junior Digital Designer YoungNetwork Group

Aug 2015 - Dec 2016 (1 year and 5 months) - Lisbon, Portugal

Design daily online communication for brands such as FC, LG, PUMP Fitness GYM, Red Cola, Allianz Global Assistance, Teka, Rockport, Labco, Springfield, Women's Secret, Cortefiel, Twist, Montiqueijo.

Skills and Software

- Motion Graphics 2D / 3D
- UI / UX Design
- Video & Photo Editing
- Digital Signage - DOOH
- VFX Visual Effects & Compositing
- Drone - Aerial footage
- HTML, CSS, JavaScript
- Sound Design

- After Effects *****
- Illustrator *****
- Figma ****
- Photoshop *****
- Premiere *****
- InDesign ***
- Character ***
- Xd ***
- Cinema 4D ****
- Blender ***
- Lottie files *****
- Reaper *****

Education

- Postgraduate Degree in Audiovisual & Multimedia**
IP Lisboa - Escola Superior de Comunicação Social 2015-2017
- Licentiate Degree in Graphic Design & Multimedia**
IP Leiria - Escola Superior de Artes e Design 2012-2015
- Multimedia Product Development Specialization**
Citeforma 2010-2011

Trainings and Courses

- Blender & After Effects** - Motion Design School - 2023
- Photo Manipulation in Adobe Photoshop** - Fiverr - 2020
- Cinema 4D - 3D Modeling & Animation** - Flag Lisbon - 2016
- Advanced Photoshop & Photo Editing** - Flag Lisbon - 2012

Languages

- Portuguese Native
- English Fluent
- Spanish Intermediate
- French Elementary

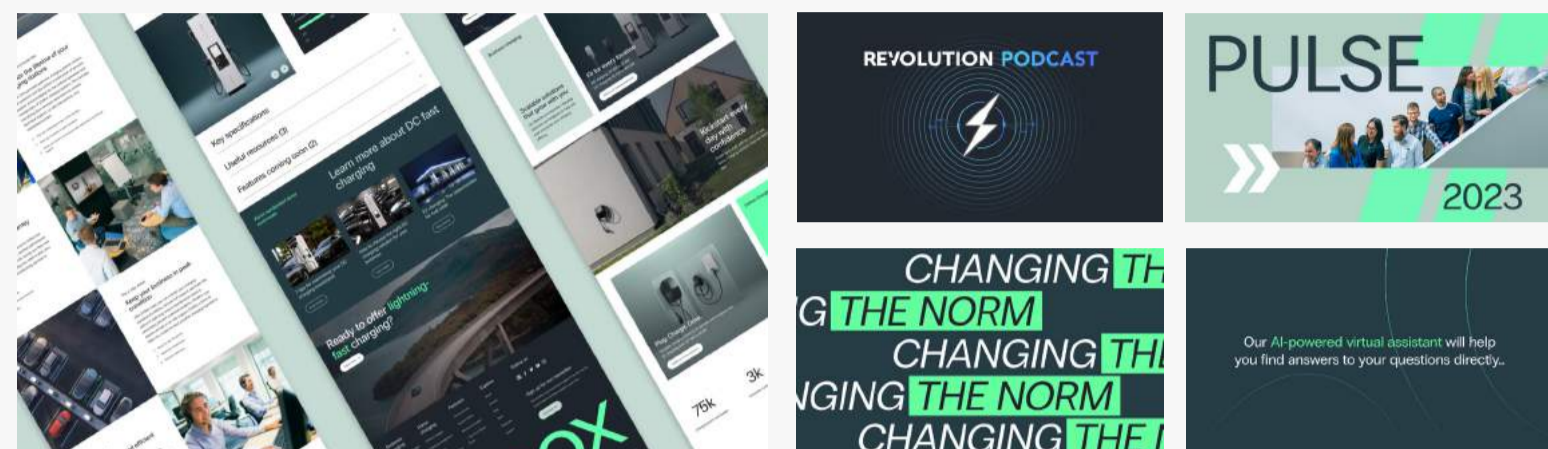
Keywords for ATS (CV application tracking tools):

After Effects, Photoshop, Illustrator, Adobe Creative Cloud, InDesign, Xd, Figma, Cinema 4D, Adobe, Blender, lottie files, social media, visual designer, UI, UX, interface, photography, e-commerce, vdeo, Premiere, Microsoft, digital, visual effects, VFX, sound, media, multimedia, print, HTML, CSS, AE Expressions, videographer, creative, motion design, user, newsletter, landing pages, render, encode, lead, post-production, lightroom, videogame, rigging, portfolio.

EVBox 2023-24 - UI & animation video

EVBox is a market leader in electric vehicle charging infrastructure (EVSE), and I had the opportunity to work on the rebrand (my second since I moved to the Netherlands), including new motion guidelines for animation, illustrations, and videos. This reel showcases a mix of various UI and animation projects I was involved in.

#MotionDesign #UI #UX #SocialMedia #WebDesign #Figma

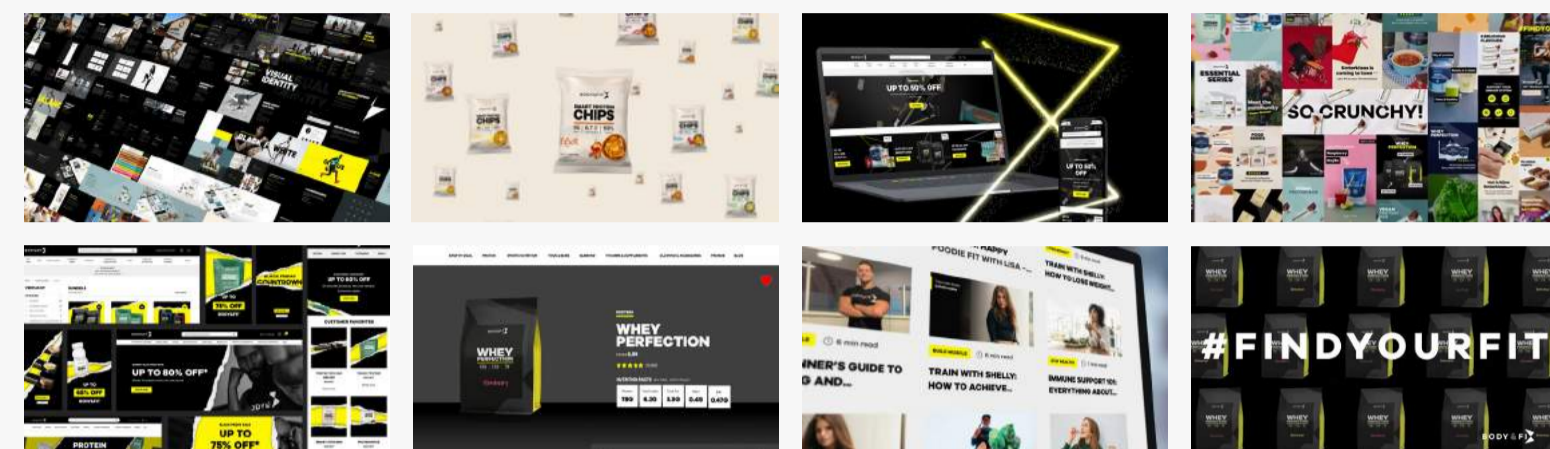


Body&Fit 2021-23 Rebrand video reel

View

Body&Fit's mission is to inspire the world to embrace a fitter and healthier lifestyle. As a member of the in-house creative studio, I took on the responsibility of crafting new guidelines for Motion Graphics and Video assets. I compiled a showcase of diverse projects highlighting our achievements since the rebranding of the brand.

#MotionDesign #UI #UX #SocialMedia #GraphicDesign #Figma #AfterEffects #Photoshop #Illustrator #3D

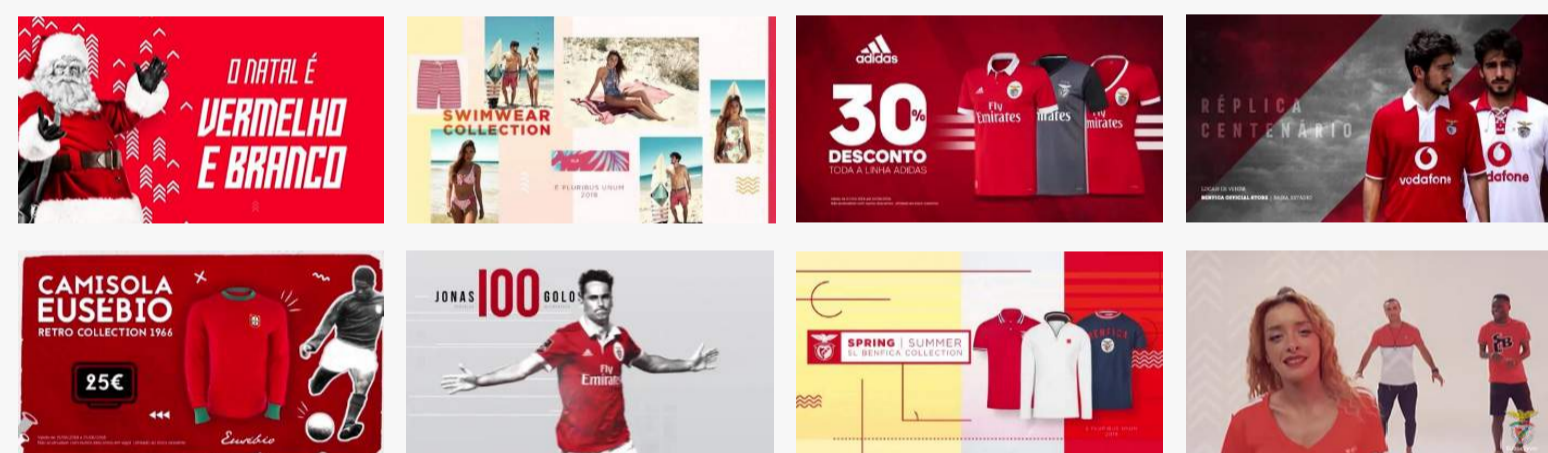


SL Benfica 2017-19 motion and video editing reel

View

SL Benfica is not only the football club of my life, the team I have supported since I was born, but it has also been a significant part of a positive change in my career path in the design area. I grew here as a motion graphics designer, and since then, I've been continually improving my skills in 2D and 3D animation. Here is a compilation of some of my projects I did here.

#MotionDesign #UI #UX #SocialMedia #GraphicDesign #Figma #AfterEffects #Photoshop #Illustrator



CLARK animation w/ CTA

View

Animated video for CLARK

#MotionDesign #AfterEffects #Illustrator

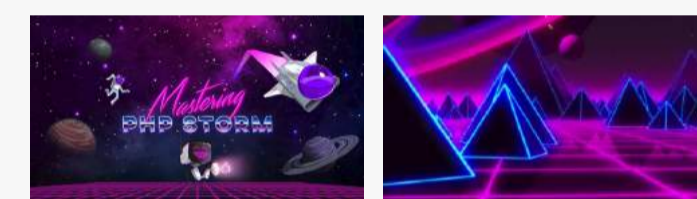


Mastering PHP Storm - Motion

View

Freelance project for a PHP online training course

#MotionDesign #AfterEffects #Photoshop

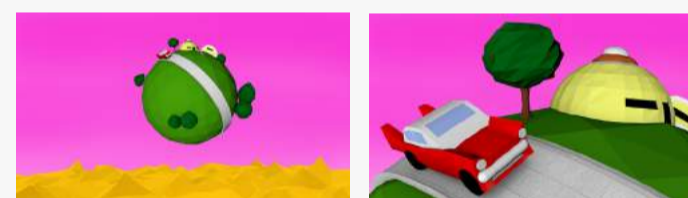


DBZ Grand Kai's planet - Lowpoly

View

A 3D low poly project created just for fun

#3D #Cinema4D



Matriz Malhoa exhibition curation

View

Contemporary Art Exhibition design communication

#GraphicDesign #Logo #Illustrator #PhotoEditing

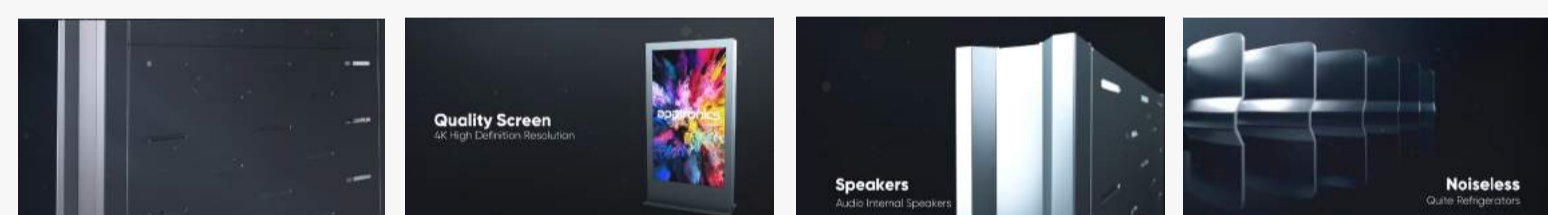


Apatronics mupi product design and animation reveal

View

Apatronics is a digital signage brand from Grupometal focused on digital communication for companies, offering top-notch LED and LCD solutions in the market. In this project, I was involved in designing some mupis, and I created an animation unveiling one of the latest models of the company.

#MotionDesign #AfterEffects #ProductDesign #Cinema4D



Go Ocean illustration & animation

View

Freelance project

#MotionDesign #AfterEffects #Illustrator



Randstad Portugal assets

View

Online and offline assets for daily communication

#Illustrator #Photoshop



Medicare Portugal infographics and animations

View

At Medicare I had the opportunity to enhance the motion graphics of the company and integrate dynamic animations through Lottie files to improve user engagement in various landing page campaigns. I was also involved in creating explanatory infographic animation videos for social media.

#MotionDesign #AfterEffects #ProductDesign #Cinema4D

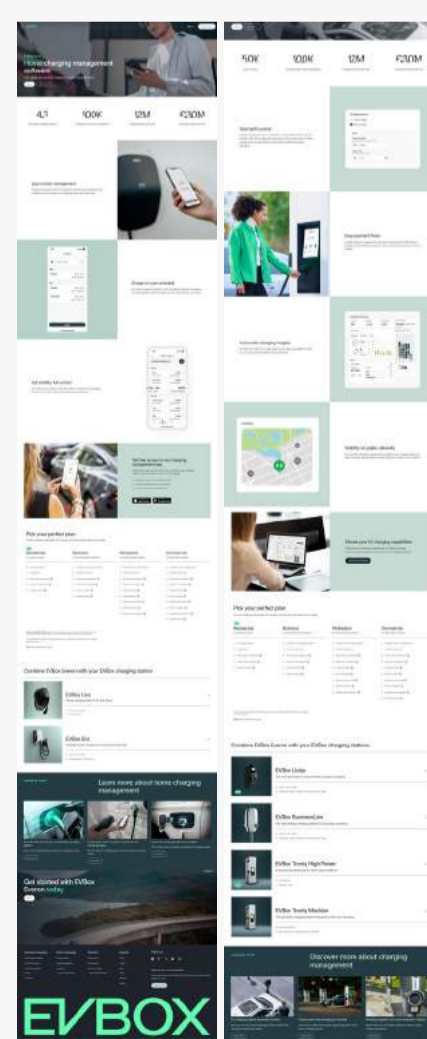


EVBox Euron

View

Charging management LPs

#UI #Webdesign #LottieFiles

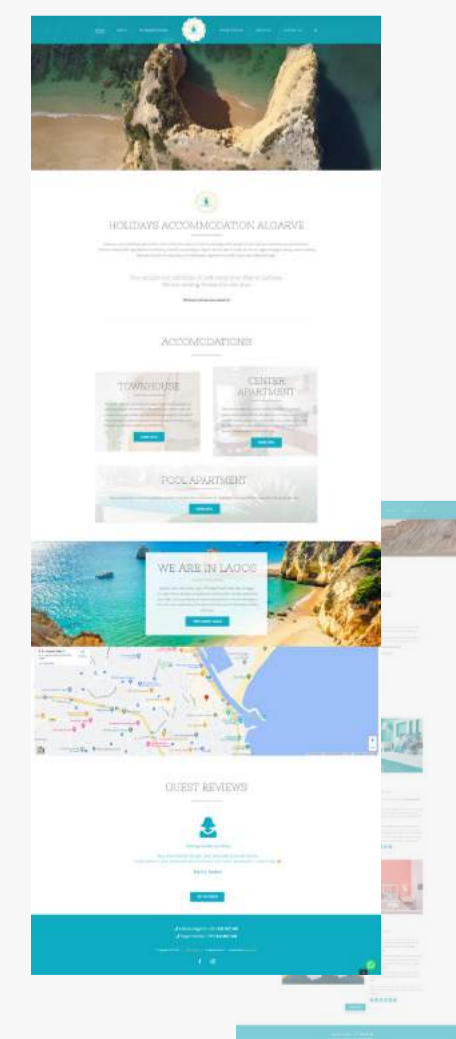


Lalitana.com

View

Website implementation

#UI #WordPress #Webdesign



Medicare IG

View

Layout for social media feed

#UI #SocialMedia



Newsletters

#UI #newsletter



Nintendo 3D Artworks Play Youth

View

3D art for a videogames event in PT

#3D #Cinema4D #Photoshop



Alfred Ibiza splash screen animations

Loop animations for Alfredo Ibiza app splash screen

#2D #AfterEffects



“Invista para voar mais alto” - “Invest to soar higher” - SL Benfica video campaign

View

This is a campaign created for Sport Lisboa e Benfica to attract not only Benfica fans and investors but also supporters from other football clubs/rivals or people who may not have an interest in football. The objective is to encourage investment in Benfica SAD obligations, offering a return of 4% per year. I was involved in the research, video editing, filming certain scenes, and also creating motion graphics for the final visual presentation.

#MotionDesign #AfterEffects #Premiere #VideoEditing

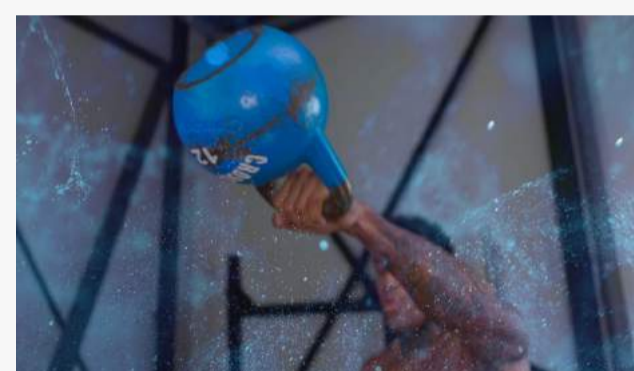
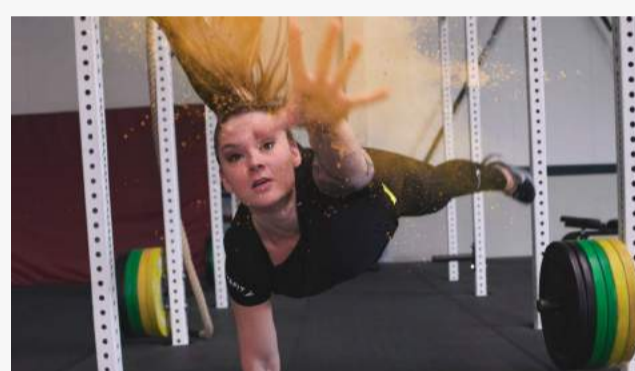


Body&Fit BF10 Pre-Workout product launch

View

In this video production, we had the pleasure of filming with three well-known Dutch influencers (gym enthusiasts, athletes, and acrobats), and our goal was to create some explosive content showcasing their experience after consuming the new pre-workout from Body&Fit, BF10. I was involved not only in the production but also in filming, editing, compositing, and post-production for this campaign.

#MotionDesign #AfterEffects #Premiere #Production #VisualFX #SoundDesign #VideoEditing #PostProduction



Videography / Photography / Drone content footage creation

View

One of my favorite hobbies is hiking in the mountains, near lakes, rivers, and other natural settings. I love being in contact with nature. For these adventures, I always bring my camera and drone to capture stunning aerial footage and photographs. Some of this content is available for sale on stock photography sites like Adobe and Shutterstock.

#MotionDesign #UI #UX #SocialMedia #WebDesign #Figma

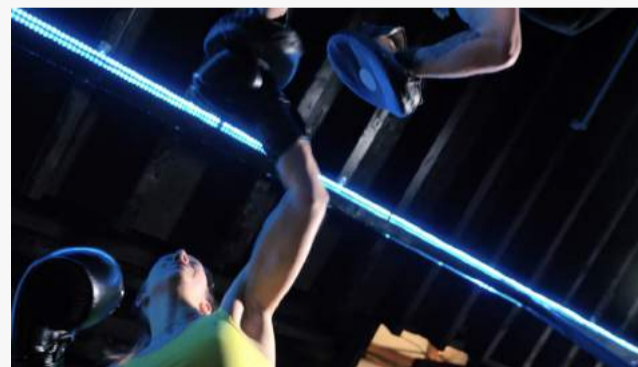


Body&Fit “Start the year” campaign

View

In this Body&Fit campaign, it was one of my initial experiences involving shooting, directing, and editing. I not only worked on the video aspect but also conducted some product shoots featuring dutch influencers. The goal was to convey the message that as the new year begins, fresh challenges emerge, urging everyone to embark on their training journey 'with us, Body&Fit.'

#MotionDesign #UI #UX #SocialMedia #WebDesign #Figma



Body&Fit Vegan Protein product launch

View

There is a myth that vegan protein (whey) can't deliver the same results and performance as regular whey. So, for this campaign, our challenge is to demonstrate through a well-known Dutch vegan couple that their performance and strength remain high. In this production, we were able to capture impressive action shots, including footage from a drone.

#MotionDesign #AfterEffects #Premiere #Production #VisualFX #VideoEditing #PostProduction #Drone

