



WELCOME

TO MY PORTFOLIO



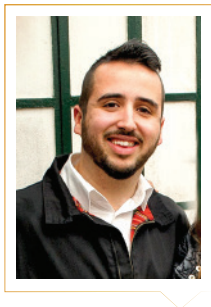
CHECK ME ON ABOVE LINKS TO CHECK UPDATES

brunoevangelista.weebly.com // behance.net/brunoevangelista

ABOUT ME

My name is Bruno Evangelista, I'm 25 years old and I'm a graphic designer (print&web), archaeologist and musician. I bet you don't know anyone with these 3 characteristics together, so... I guess I begin this 'about me' as unique, right? By now you already realized that I also like to say a few jokes...

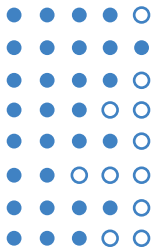
I finished my academic journey 6 years ago and I had been working in design (you'll get the full story) like would be my last day on Earth.



Thirsty for new experiences, I love all the steps of the process of conceptualization of an artwork and I'm comfortable with ink and paper (like the old days!) if so demands, ready to create something. I'm focused on details and perfectionist, have an effective and fluent communication and good writing skills. As any designer that worths his title, I love to work as a team and discuss new ideas every time.

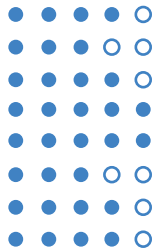
design skills

Adobe Photoshop
 Adobe Illustrator
 Adobe Indesign
 Adobe Flash
 Adobe Acrobat Pro
 Adobe Dreamweaver
 Microsoft Office
 Sony Vegas Studio 11



knowledge

Image editing
 Color theory
 Layout
 Packaging
 Media&Editorial
 Drawing skills
 Typography
 Photography



my favorites



Product Packaging



Logos



Editorial



Smiling



work experience

From

09.07.2013

TO

19.12.2014

Welance - Wellness and Balance

Rua Tierno Galvan, Torre 3, 10º, 1070-274 Lisbon, Portugal

GRAPHIC DESIGNER

Print&Web Designer - Responsible for all the graphic content

From

01.05.2013

TO

02.07.2013

VisitPortugal - Portugal Tourism Website/Platform

Rua Ivone Silva, Lote 6 Lisbon, 1050-124 Portugal

WEB DESIGNER/BACKOFFICE

Selection & Image Manipulation - Backoffice & Database Management

From

02.09.2009

UNTIL

NOW

Freelancer @Home

GRAPHIC DESIGNER

Promotional material in general: brochures, CD covers, posters, flyers, logos, photography & image edition/manipulation, etc.



education

From
24.09.2008
TO
12.08.2010

etic_
School of Technology, Innovation and Creation
Rua D. Luis I, nº 6 e 20D 1200-151 Lisbon, Portugal
GRAPHIC DESIGN

From
16.01.2014
TO
18.02.2014

nhK3
Training and New Technologies
Avenida Duque D'Ávila, 72B, 1050-083 Lisbon, Portugal
WEB DESIGN

From
16.09.2008
TO
17.07.2012

Faculdade de Letras da Universidade de Lisboa
Faculty of Letters of University of Lisbon
Alameda da Universidade, 1600-214 Lisbon, Portugal
ARCHAEOLOGY



language skills



Portuguese



English



Spanish



interests



music



sports



travel



cinema



photography



writing &
drawing

additional info

EASY GOING GUY

BRAINSTORMING LOVER

MINIMAL MANIAC

“NIGHT OWL”

VISUAL CULTURE

DRIVING LICENSE

Musician

VOCALIST & LYRIC WRITER

@Mass Disorder

Social Media Manager

ADMINISTRATOR

@Mass Disorder FB page

AGUA RROZ

is a food supplement indicated for the whole family. Restores hydration levels of the human body after an episode of vomiting or diarrhea. It is regarded as the 1st step for rehydration before taking an anti-diarrheal.

Have rice flour in its composition, and so it was given some prominence to this in its communication.



AGUARROZ

PACKAGING

This logo already existed when I joined the company, however later I was asked to do one relift of the packaging which I've done it.

All communication was directed to the final consumer and the medical class with useful materials for their day-to-day as prescribers of therapeutic solutions.





ALSO

brochures, plastic bags and store displays
were present in many pharmacies

SAMPLE BOX

which the doctor can easily offer a sample to the kid parents, to make them know the product.





Useful **PROMOTION MATERIAL**

with product samples or support in pediatrics & a5 sheet
which contains product specifications

ARCHAEOLOGY MAGAZINE

was projected as a A5 landscaped format to give more amplitude to the illustrations and photos.







ARTROZEN

is a food supplement indicated on the pain's relief in the joints as either on the prevention or treatment of same.

This is the most complete food supplement composition on the portuguese market.

I was asked to do the repackaging and to give it a younger and modern look, according to the other Portfolio packs. Welance's portfolio didn't contain any pack that had image, and the illustration is usually always flat, minimal. I chose to do the same with the Artrozen, using the knee illustration in negative space.

At this stage, promotional material was also distributed to final consumers and medical class.



artrozen

REST FOR THE JOINTS

RE **BRANDING**



PROMOTION MATERIAL

to events and health conventions



REBRANDING

ATTIC HOME STUDIO

was a project of a friend of mine.

Unfortunately he was unemployed and successfully initiated his own business. He asked me to elaborate something, and so I did.

The sound wave before the name of the studio is my friend himself saying "this is my...".



RECORDING | MIXING | MASTERING | PRODUCTION

BIOENERGOL

is a range of boost energy products covering all ages. Power for men and Sexy for women, sexually active. Student and Action are to get through those difficulties encountered during the week, whether physical or intellectual.

Having the responsibility to concept this range

meant a lot to me and it was probably the work that I have enjoyed the most while working in Welance.

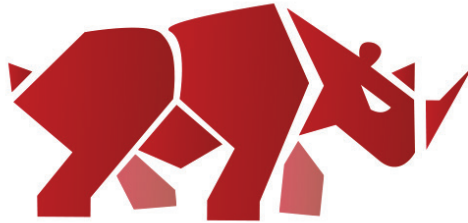
It is the product which the company has had great expectations and the main goal was to stand out in the pharmacy shelf placing the competition to the background. A

hard task once we were a little laboratory comparing to other "giants".

Firstly I thought to do something that was not so common to see in pharmacies by making analogies with animals or objects of day-to-day.



BIOENERGOL PACKAGING



bioenergol
power

Bioenergol Power was illustrated with a rhino by his known force; a wild and untamed animal, but also because in some African tribes it is believed that the rhino horn has aphrodisiac properties, resulting in his unfortunate hunting.

PACKAGING





Bioenergol Sexy was illustrated with a butterfly, making analogy to the fact that the same out of the cocoon in their "adult" and yes, mature life, can be prettier than ever by showing patterns on its wings which enchant us with their beauty, as women can be sexier as they never were before.

CONTAINS

- ✓ arginine aspartate
- ✓ ginseng
- ✓ vitamin B6
- ✓ zinc

PACKAGING





bioenergol
student

Bioenergol Student was illustrated with a mix between a brain and a lamp. Clearly a mix between creativity, ideas and necessary brain power. It is the less which stands out from the competition, however this segment had to be direct and concise on its message.



CONTÉM

- ✓ aspartato de arginina
- ✓ cafeína
- ✓ vitaminas B1, B2, B5 e B6
- ✓ vitamina C
- ✓ selénio

PACKAGING





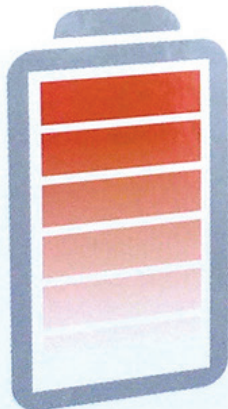
Bioenergol Action is positioned for men or women with ages around 40/50 years. Tired of working and/or looking for a boost of energy to face the week

in a different way, then why the choice between one low battery charged and one full of energy?

All communication messages were like

"recharge batteries" and once again, communicates with the target audience in a very direct message and noticeable to anyone.

edulcorantes



modose

ver fundo da embalagem

shot

CONTÉM

✓ aspartato de arginina

5 GR

bioenergol

PACKAGING



This is the type of product we needed to promote it only on pharmacies. So we did our promotional material directed to pharmacists and final consumer, trying to go to a different way, a sensorial one. Always with interaction with the target we always ask "which kind of

energy do you need today?", like a motto to open the book with our possibilities. We did a 2015 calendar where its possible to spin the "Descubra Aqui" (Eng: Discover Here) wheel and (randomly) discover for yourself which energy do you need.

PROMOTION MATERIAL

Com o atual ritmo de vida é frequente sentirmos necessidade de uma energia extra.

A gama **bioenergyl** foi especificamente desenvolvida para dar resposta a momentos da vida de maior exigência, seja ela física ou intelectual.

energyl sexual 2
Ajuda a manter uma boa performance cardiovascular (**ginseng**) e **vitaminas** para uma fertilidade e reprodução saudável.

energyl mental 1
Contribui para a normalização dos níveis de **vitamina B5** e **vitaminas B2 e B12** e atua a prevenção das doenças crónicas, incluindo as **osteoporose, vitamina B2 e C**.

energyl sexual 3
Ajudamos estimular a beneficiação da fertilidade, a **vitaminas** e **ginseng** como aliados para uma saudável fertilidade e reprodução.

DESCUBRA AQUI

1 shot por dia

janeiro	fevereiro	março	abril	maio
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

junho	agosto	setembro	outubro	novembro
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

2015 com **bioenergyl** desiga o um ano repleto de energia.



STORE **DISPLAY**

Femal is a food supplement for the reduction of typical menopausal symptoms. Its 100% natural composition gives more security to women in menopause comparing to other competing products due to the presence of isoflavones. It's also present in other countries under the name Serelys, although in Portugal is marketed under this name by Welance.

When I started on the company was a product already established on the market with brand and packaging initially conceptualized.

I had the pleasure to follow up in some events for the medical class and final consumer where we marked a good position.

This was a product that is strong in medical prescription so we worked in that direction with material that would be useful for them.

FEMAL



A4 folder

PROMOTION MATERIAL



EVENT SUPPORT MATERIAL

Roll-up

SAMPLE BOX

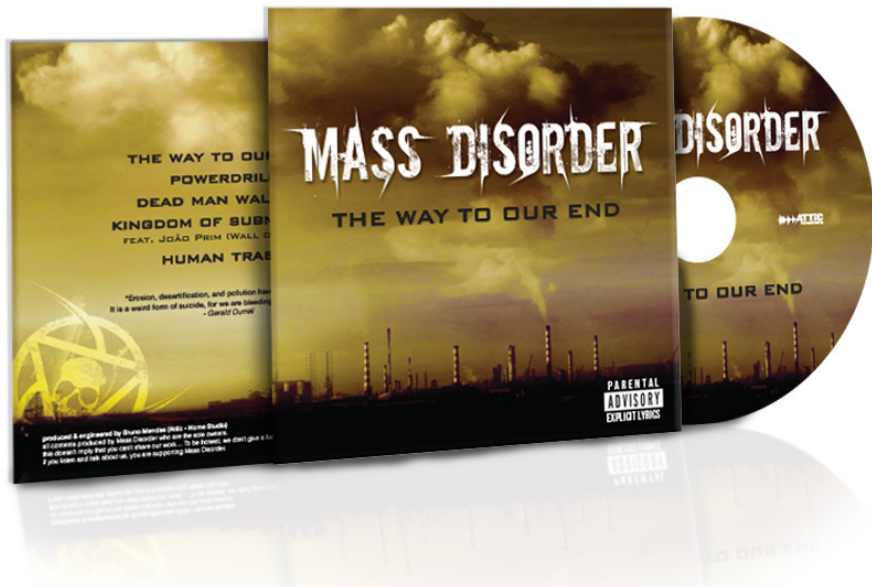


MASS DISOR DER

It's a metal band
(thrash/death/groove
metal).

The songs in this card
sleeve EP talks about how
humans are contributing to
our own end with the
choices we make everyday.

It is a wake up call to all of
us and they tried to shock
the audience with a direct
and simple cover.



CARD SLEEVE CD

MAXNÉSIO CARDIO

I was the author for repackaging of Maxnésio Cardio. I added some elements that I believe it made the difference. Now the user can identify the utility of the product for the right purpose with the key messages in the package.

I had the pleasure to concept all the promotional material that has been presented in Welance events directed to the medical class or for the final consumer.



max
nesio
cardio

maxnesio® cardio oferece a **melhor qualidade e concentração de magnésio** mesmo **100 cápsulas diárias**.

maxnesio® cardio é **100% puro**, sem açúcares, sal, álcool, conservantes, corantes artificiais, fermentos, trigo, glúten, produtos de origem animal, milho, soja ou derivados.

Uma cápsula de **maxnesio® cardio** contém **520 mg** de magnésio que contribui eficazmente para a **redução do cansaço e fadiga e para o normal funcionamento do sistema nervoso e muscular**.



SABIA QUE
O MAGNÉSIO É ESSENCIAL PARA UM

BOM

FUNCIONAMENTO CARDÍACO?



max
nesio
cardio

o **único RECOMENDADO** para 

MAGNÉSIO
para o **ORGANISMO**

O magnésio tem várias funções muito importantes no nosso organismo:

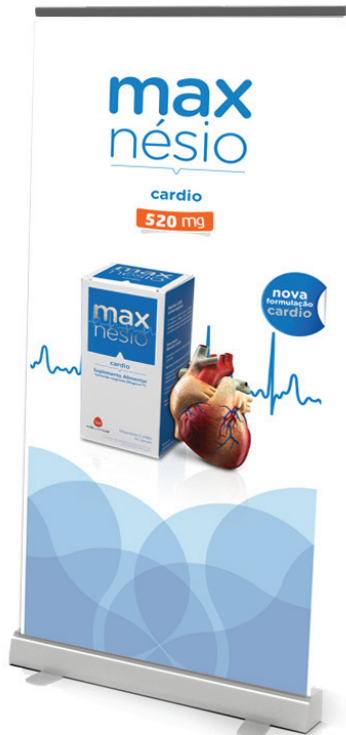
- **Magnésio** contribui para a **redução de cansaço e de fadiga**, para o **relaxamento dos músculos**, para o **bom funcionamento do sistema nervoso e muscular**.

Para a obtenção dos benefícios dos alimentos para o músculo cardíaco, é importante consumir cápsulas de **maxnesio** regularmente, pois a ingestão diária de **maxnesio** (520 mg) é **100% recomendada (CDR)** e é muito inferior à quantidade necessária diária (12).





BROCHURE



ROLL UPS



PRESCRIPTION^{BULLETIN}

MAXNÉSIO GRÁVIDA

is a food supplement indicated for the reduction of tiredness and fatigue in tired pregnant legs as since the 4th month of pregnancy begin to experience some cramps.

The product was essentially promoted in pharmacies and among the final consumer.

I was responsible for the packaging conceptualization. It's much alike the Cardio as it belongs to the same range and promotional materials which involved brochures, roll-ups, pens or bags.



max
nésio

grávida

BRAND
CREATION



ROLL UPS

max
nélio

grávida

NOVO
Grávida

SABIA QUE
AS CÂIBRAS NOTURNAS SÃO UM DOS
DESCONFORTOS MAIS COMUNS
DURANTE A GRAVIDEZ?

100% puro

max nélio grávida

max nélio grávida

max nélio grávida
15 dias

15 dias

15 dias

**SUPPORT
MATERIAL**

A new consultancy firm that will appear soon in the Portuguese market.

The ambitious project is based on customer loyalty, as well as the infinite support in your company.

serviaOm

A GESTÃO DO SEU PROJECTO

servi∞m

A GESTÃO DO SEU PROJECTO

LOGO

serviOm

A GESTÃO DO SEU PROJETO

LOGO

serviaOm

A GESTÃO DO SEU PROJECTO

**PERSONAL
CARDS**

URIWEL

is a medical device indicated for recurrent cystitis and to improve urinary tract function.

It was the first brand that I had the pleasure of creating. The packaging this time appeared very uniform to the others from the female section, without illustration, however the lettering with some nuances.

The product was essentially promoted in the medical class but since the term 'urinary infection' has been very popular in the search engines it was made an informational micro-site where information of the problem can be displayed and presented its solution - Uriwel.



ur|wel

The logo consists of the lowercase letters 'ur|wel'. The 'ur' is in a grey, rounded font. The 'wel' is in a dark red, rounded font. A green leaf with a white vein is positioned over the 'e'. To the right of the 'el' are several pink, semi-transparent bubbles of varying sizes, creating a bubbly, organic feel.

BRAND
CREATION

I AM A

TEAM-PLAYER
ENTHUSIASTIC
DETERMINED
HARD-WORKING
MOTIVATED
ORGANIZED
PASSIONATE
ENERGETIC
DYNAMIC
PROFESSIONAL



**THANK
YOU**

