

# Ricardo Portilho

## curriculum vitae

### Personal Info

Ricardo Portilho Mattos  
Born in August 06, 1979  
Brazilian Citizen  
Single

Address:  
Maassluisstraat 74  
1062 GE Amsterdam NH  
The Netherlands  
Phone: +31 (0) 6 4204 9353

email: mail@theyellowdog.net  
alternate: portilho.ricardo@gmail.com

### General

I am a Graphic Designer that has interest and experience on making projects across different media.

I have worked in both small and big teams of professionals, sometimes as a director or coordinator, having co-workers under my responsibility.

I like to experiment and push the boundaries of media and new technologies, and I strive to develop projects that have a strong concept as well as a interesting and coherent aesthetical solution.

I like to work on self-assigned projects as a way to experiment with visual language and to address issues and topics that interest me in a personal way.

I believe that I can share my understanding of the world through design practice.

### Work Experience

Current to May, 2005  
Working as a freelancer in Amsterdam. Please check my portfolio for a updated overview of the projects I have been working on.

September, 2004 to May, 2005.  
I have quit \_voltz design to prepare my moving to the Netherlands. I started working as a freelancer again. In this period, I designed the website for Paisagem Submersa, a photography project in Brazil. [www.paisagemsubmersa.com.br](http://www.paisagemsubmersa.com.br)

October, 2002 to September, 2004.  
\_voltz design: Senior Designer.  
Voltz is small studio that started in 1996 producing graphics for independent music. In 2002, I was hired as a Senior Designer to work and coordinate projects ranging from print to hypermedia, art direction for motion graphics and stage design for the fashion industry. I have also designed voltz's current website, back in 2003.  
<http://www.voltz.com.br>

April, 2002 to September, 2002.

Freelance Graphic Designer

Freelance Graphic Designer, working with clients as CEMIG - Minas Gerais Electric Company, Vallourec & Mannesmann tubes, MAO - Museum of Arts and crafts of Belo Horizonte.

January, 2002 to April, 2002.

Abril Publishing Group, São Paulo. Graphic Designer, Art Editor.

After I finished Abril's workshop for magazine production, I was hired as a Assistant Designer and Art Editor for the Superinteressante magazine, a Science and Culture oriented magazine with a monthly print run of 400.000 copies. On this period I worked on a special edition about Violence in Brazil. After that I returned to Belo Horizonte to finish my graduation in Social Communication.

September, 2000 - December, 2001.

Lapisraro communication agency: Interface Designer and art Director.

I was hired to start a Web department inside the agency, since I had previous experience and knowledge about design for digital media. In one year, I worked on the very first web projects produced inside the agency, as banners, hotspots, not to mention the organization of the department itself. I also made the design of the agency website, part of it is still online at <http://www.lapisraro.com.br>

March - September, 2000.

Don Design: Junior Graphic Designer;

At Don Design, I have worked in the development of corporate identity projects, point of purchase graphics, packaging and collateral printed matter. Don Design was Lapisraro's Graphic Design associated agency. In September 2000, after a merge, Don was transformed in a design department, and I was invited to kickstart a web department in the agency together with an Information Architect.

## **Education**

2007 (expected graduation: august 2007)

Graphic Design, MFA

Sandberg Instituut - Gerrit Rietveld Academie  
Amsterdam, The Netherlands

2004

Social Communication, BSc

Faculty of Philosophy and Human Sciences  
Federal University of Minas Gerais  
Brazil

2003

Graphic Design, BA

School of Design

State University of Minas Gerais  
Brazil

## **Highlighted Academic Activities**

2005-2006

Sandberg Institute, Graphic Designer for the Artvertising! project

I was involved in the Artvertising! project by the Sandberg institute. Artvertising! (a.k.a. The Million Dollar Building) was a physical parody of themilliondollarhomepage

([www.milliondollarhomepage.com](http://www.milliondollarhomepage.com)), applied on the facade of Sandberg institute's building. The project succeeded to create a lot of buzz, both online and offline, and to generate discussions on economics and what actually is the boundary between art and commerce. I have created the name, the brand Artvertising! and the very first photoshopped mockups that went around the internet. I have also design a book that documents the whole process of the project. <http://www.sandberg.nl/artvertising>

1998-1999

CNPq Scholarship Holder

In my second year of the Social Communication BSc studies, I was awarded an one year scholarship in the "Design of Digital Interfaces" research group, at Faculty of Philosophy and Human Sciences/UFMG. My Thesis in the end of the scholarship was an attempt to connect concept from Pierce's Semiotics Theory and narrative issues on the creation of a hypertext document. The CNPq abbreviation stands for Brazil's National Scientific Research Council.

1998

Universidade Solidária

Member of "Universidade Solidária" (Solidary University) program as an student of the State University of Minas Gerais. Together with a group of 10 design students, I was in a two months experience in Caém, a small town in the Northeast of Brazil. Caém scores 0.488 in the United Nations Human Development Index. The reference value of the HDI is 1, for places that had reach a good level of human development. Indexes under 0.499 are considered low. We came with design proposals from better community integration, garbage management and recycling, and water saving.

## Languages

English:

Fluent speak. Strong skills in reading and writing.  
TOEFL certificate score: 290 in 300.

Spanish:

Medium Level. Good conversational skills, good reading understanding, basic writing.

Dutch:

Basic conversation, reading and writing.

## Software Skills

I have strong skills on the following software packages:

Adobe Photoshop (user since version 3)

Adobe Illustrator (user since version 5)

Adobe InDesign (user since version 1).

Freehand, Flash, Fireworks, Dreamweaver ( since when they were still Macromedia products in their 1.0 or 2.0 versions)

QuarkXpress, CorelDraw (since vesion 5), Final Cut Pro (since version 2.0)

I have medium skills on Actionsript.

I have strong skills on HTML/CSS coding.

I can understand and edit Javascript and PHP.

## **Exhibitions**

These are some festivals and Exhibitions where some of my work has been shown.

2006

Next Nature – The Biggest Visual Power Show @ Zollverein. City of Essen, Germany.

2005

The Power of Creativity – Visual Power Show @ Dutch Design Week. Eindhoven, The Netherlands.

2004

7th Brazilian Graphic Design Biennial. São Paulo, Brazil.

2004

1st Resfest Brasil - Digital Film Festival. São Paulo, Brazil.

2004

1st Sonarsounds São Paulo - International Festival of Advanced Music and Multimedia Art - São Paulo, Brazil.

2004

International Short Film festival of Rio de Janeiro – Rio de Janeiro, Brazil.

2004

7th Tiradentes Movie festival. Tiradentes, Brazil.

2004

Ohne Kohle Viewfinder Festival - International Independent Film festival, Vienna, Austria.

2003

VideoBrasil – 14th International Electronic Art Festival – São Paulo, Brazil.

2003

2nd Santa Maria Video e Cinema - Santa Maria, Brasil.

2003

7th Florianopolis Mercosul Audiovisual Festival.

2002

6th Brazilian Graphic Design Biennial. São Paulo, Brazil.

## **Awards**

These are some awards some of my works have received.

2005

3rd Prize, Identity Contest for Instituto Universitario Europeo, Italy.

2004

7th Brazilian Graphic Design Biennial - São Paulo, Brazil – selective show – Website [www.voltz.com.br](http://www.voltz.com.br), nominated “best of show”.

2002

6th Brazilian Graphic Design Biennial - São Paulo, Brazil – selective show – The booklet An Invitation to Memory, nominated “best of show”.

2004

7th Tiradentes Movie festival. Tiradentes, Brazil.  
“Best Video Award” to “The same Old Choice”.

2003

2nd Santa Maria Video e Cinema - Santa Maria, Brasil .  
“Best Edition” and “Public’s Choice Awards” to “The Same old Choice”.

2003 -

7th Florianopolis Mercosul Audiovisual Festival.  
“Best Edition” and “Public’s choice awards” to “The Same Old Choice”.