

FERNANDO LUCAS SILVA LINS DOS SANTOS

*Rua Oscar Freire, 1754, Apto. 113
São Paulo/São Paulo
Brazil
P.C. 05409-011*

*H +55 11 3064 8889
M +55 11 8175 0605
nando.lucas@gmail.com*

<http://www.fernandolins.net>

INTRODUCTION

Born in 1986 and raised in São Paulo, my interest for design started with illustration and web design, soon evolving to branding and custom typography. My interest for computers and programming made me a professional that can understand the many sides of web and desktop development, uniting technical and creative knowledge to design efficient projects.

EXPERIENCE

ART DIRECTOR, INTERFACE DESIGNER, DEVELOPER; SELF EMPLOYED — 2003 - PRESENT

Designing, planning and implementing graphic design solutions on its most various levels : web, print and interface.

- Created complete or partial branding and stationery (as requested) for software developers and their companies or personal projects.
Clients include Toxic Software, Barton Springs Software, Wideasleep, Bleep Software, Doseido Software, Atomic Bird, Progressive Vibe and others.
- Created websites for small and medium software companies and developers.
Clients include Toxic Software, Wideasleep, Bleep Software, Bleep Consulting, Zarra Studios, Doseido Software, MacSpeech, MediaLab, TinyPlanet and others.
- Created application icons, interface icons and interface elements for Mac OS X software for over 20 different clients and 30 different softwares.
Projects include MacScan, Billable, Build Factory, Cyndicate, Mondo Mouse, Chimey, Google Desktop Gadgets, Global Talk, Peek-A-Boo, Browsejour, PhoneJournal, Hazel, Switchblade, MacSpeech Dictate, Knapsack and many others.
- Worked as a freelance interface designer for many of the projects listed above by request of the clients after finishing either icon or web design for them, proven my efficiency and solid results.

FREELANCE ART DIRECTOR AND INTERFACE DESIGNER AT SECURE MAC, INC.

AUGUST 2009 - PRESENT

I managed the interface development team and designed the graphic interface for Secure Mac's new product, Mac Scan 3. The client was looking for a completely updated design that would make it easier for new costumers to use the software and care about security on their Macintosh computers.

FREELANCE ART DIRECTOR AT MEDIA LAB, INC.

JANUARY 2008 - JANUARY 2009

I created a branding strategy for Media Lab, including website designs, Flash animations, badges and illustrations that will represent the company online. I am also responsible for designing manuals, packaging, and graphics needed for media events that will promote the company and its products.

INTERFACE DESIGNER, GOOGLE INC.

DECEMBER 2007 - JUNE 2008

Working as a freelance designer for Google, I was responsible for planning and designing or re-designing graphic interfaces for Google Desktop Gadgets, for use with Google Desktop software on Mac and Windows systems. Working along with the Google Desktop Gadgets Design team, I am helping gadget developers make their software more attractive to users and easier to use in both platforms.

FREELANCE ART DIRECTOR AND BRANDING DIRECTOR AT MACSPEECH, INC.

OCTOBER 2007 - PRESENT

I was responsible for providing MacSpeech with a new identity for their products, from software interface elements to their packages (boxes), manuals, websites and stationery. Proven the success of the strategy, I provide them with support for graphics and interface elements for the upcoming products and graphics and branding strategy for showcase events and software fairs.

FREELANCE INTERFACE DESIGNER AT REVENUTION, INC.

MAY 2007 - JULY 2007

Designed graphical desktop software interfaces for their clients, creating custom interface styles, analyzing and researching target audience and their needs, implementing interfaces and making interactive mock-ups.

Client: iRobot, Inc.

FREELANCE GRAPHIC, INTERFACE AND WEB DESIGN CONSULTANT AT BLEEP SOFTWARE, INC. JANUARY 2006 - FEBRUARY 2007

Designed graphical software software interfaces for Mac OS X software, custom templates for blogs and websites CMS such as Joomla, Drupal and Wordpress, software icons and application icons. Also helped develop Cocoa (Objective-C) and XML open-source projects by Bleep Software such as XMLToolbar.

FREELANCE WEBDESIGNER AT MACMANIA

DECEMBER 2004 - JUNE 2005

I was responsible maintaining the Macmania magazine website and forums. I created websites mock-ups, implemented them on XOOPS CMS, and coded additional PHP and MySQL XOOPS plug-ins (modules). I also coded both website and forum CSS and created the images for their online store.

GRAPHIC DESIGNER AT PROGRESSIVE VIBE

JANUARY 2003 - SEPTEMBER 2004

I designed Progressive Vibe's website, branding, print ads, posters, events flyers and Flash animations. Eventually I coordinated the online team in order to keep their online presence and branding, while also hiring web and print designers.

EDUCATION

Unicentro Belas Artes — Design Gráfico (Graphic Design), 2006-2010.

SKILLS

SOFTWARE - GRAPHIC

Adobe Photoshop (*Advanced*),
Adobe Illustrator (*Advanced*),
Adobe InDesign (*Average*),
Apple Aperture (*Average*),
Adobe Flash (*Average*),
FontLab (*Average*).

SOFTWARE - OTHER

iWork, iLife, Word, Powerpoint, Logic Pro, Logic Express, Absynth, Massive, Ableton Live, Reason, Google Desktop Gadget Designer.

DESKTOP DEVELOPMENT

AppleScript (*Average*),
Cocoa (Objective-C) (*Average*).

SOFTWARE - DEVELOPMENT

CSSEdit (*Advanced*),
TextMate (*Average*),
XCode Tools (*Average*).

WEB DEVELOPMENT

ActionScript (*Average*),
JavaScript (*Advanced*),
XML (*Advanced*),
XHTML (*Advanced*),
"AJAX" (*Average*),
XSLT (*Basic*),
XPath, XQuery, XData (*Average*),
CSS (*Advanced*),
PHP, MySQL (*Average*)

EXPERTISE

Branding, Typography, Interface Design, Icon Design, User Experience, Illustration and Web Design.

Besides software and computer skills, I am proficient in illustrations with watercolor, carbon, pencil and many other drawing instruments. I can also operate software synthesizers and audio editing softwares, as I create electronic music for a few digital labels during my spare time.

OPERATING SYSTEMS

Current : Mac OS X, Windows XP

Familiar : Mac OS 9, Windows 95, 98, ME.

LANGUAGES

English (Fluent),

Portuguese (Fluent, native),

Spanish (Intermediate).