

Maria Ana Sousa

Senior Graphic Designer & Art Director

Lisbon, Portugal | Remote

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Professional Summary

I help brands come to life through design that connects, resonates, and tells a story.

With over a decade shaping national and international brands, I create branding, digital experiences, and visual systems that balance strategy with emotion. Rooted in design, visual culture, and the science of emotions, I approach every project holistically — creating work that resonates, tells stories and feels meaningful.

Skills

Graphic Design, Branding & Visual Identity, Digital Design, Marketing Assets, Social Media Design, Layout & Typography, Art Direction, Visual Storytelling, Copywriting.

Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Adobe Premiere, Adobe Firefly, WordPress.

Professional Experience

Independent Designer / Creative Consultant (Dec 2021 – Present)

Designed and delivered branding, packaging and visual identity projects for clients in Portugal and international markets.

Created and launched yellow.pt, managing brand identity, packaging and visual communication.

Developed digital and print marketing assets to strengthen brand presence and customer engagement.

Collaborated with clients to align design strategy with business and marketing objectives.

Lead Designer – Bacardi-Martini (Jul 2019 – Nov 2021) Lisbon, PT

Developed branding and graphic design solutions for global beverage brands. Created digital and print marketing assets and campaign visuals. Ensured brand consistency across multiple channels and markets.

Independent Designer (Jan 2018 – Jun 2019)

Designed branding systems and visual identities for digital and print platforms. Created marketing assets for social media, campaigns, packaging and websites. Led end-to-end graphic design projects aligned with business and brand strategy. Collaborated with national and international clients and cross-functional teams.

Sr Creative Designer — NGOs & Social Enterprises (Sep 2017 – Dec 2017) Siem Riep, Cambodia

Designed visual identities and branding systems for NGOs and social impact organizations. Created marketing and communication assets to support storytelling and community outreach. Developed graphic design materials for digital and print channels.

Creative Designer – Gravity Road (Jan 2014 – Aug 2017) London, UK

Designed digital campaigns and graphic assets for entertainment and lifestyle brands. Collaborated with creative, strategy and marketing teams to deliver brand-led design solutions.

Co-Founder & Creative Director — S4L (Jan 2013 – Jan 2016) Lisbon, PT

Led brand identity, graphic design and creative direction for a sustainable fashion brand. Designed product visuals, marketing assets and digital content. Managed marketing campaigns, digital strategy and brand collaborations. Built and maintained a consistent visual brand presence across channels

Education

PgD in Science of Emotions – University Institute of Lisbon (Sep 2021 — Sep 2022)

UX/UI Certification – EDIT Disruptive Digital (Sep 2018 — Feb 2019)

MA in Design & Visual Culture – IADE Creative University (Sep 2010 — Dec 2012)

BA in Design – IADE Creative University (Sep 2007 — Jun 2010)

Languages

Portuguese – Native | English – Fluent | Spanish – Professional