

BEATRIZ MIRANDA

Senior Graphic Designer

Graphic Design | Events and Visual Coordination

Creative, human, focused on people and on delivering high-quality design. Seven years of multidisciplinary experience across sports and healthcare. Lead Designer for 2 major events. Experience in integrated communication, events and visual planning, coordinating partners from concept to delivery.



Professional Experience

Portuguese Football Federation | May 2025 – Today | Lisbon, PT

Lead Designer – Portugal Football Summit (2025 & 2026)

- Visual requirements **planning and coordination** with agencies, freelance designers and production partners; organisation of event assets; supervision and artwork approval;
- Social media, Marketing and Paid Media Campaigns – with a global reach of over **3 Million users**, over **100k likes** and more than **10k followers**;
- (2026) Creation of a template-based workflow for **five stages**, helping multiple teams produce over **500 images in under four days**.
- Event-wide design covering stage visuals, event signage and decoration;

Graphic Designer – National Teams & Portuguese FA Campaigns

- Graphic design for the men's and women's senior national football teams;
- Newsletter's creative content for over **1 million subscribers**;
- Creative content for social media and marketing campaigns;
- Design and **visual concepts** for FPF Foundation campaigns.

Freelancer – Graphic & UX/UI | Mar 2024 – May 2025 | Porto, PT

- Digital communication and social media content; UX/UI design.

PORTUGUESE FOOTBALL LEAGUE | Aug 2022 – Mar 2024 | Porto, PT

Lead Designer – Thinking Football Summit (2022 & 2023)

- Visual planning and design coordination, working with creative and production partners to deliver event materials;
- Coordination of stage visuals and marketing content.

Content Designer – Final Four Allianz Cup (2022-23 & 2023-24)

- Newsletters, Marketing Campaigns, Social Media Content and Fan Digital Experience for over **500k subscribers**.

HEAD OF DESIGN – SÃO MATEUS HOSPITAL / EMBEIRAL GROUP

Jan 2020 – Jul 2022 | Viseu, PT

- Progressed from an internship to coordinating graphic design across **13 companies**, including businesses in healthcare and construction;
- Coordination** of graphic materials and final artwork preparation across print and digital media;
- Supervision of three design interns**, assigning tasks, guiding their work, providing feedback and approving final deliverables.

FREELANCER – SER & PARECER | Jan 2019 – Jul 2019 | Viseu, PT

- Creation of graphic materials and final artwork preparation across print and digital media;

Main Skills

Visual Planning & Event Design

Creative Coordination

Problem identification, solutions development and focus on solving

Partners & Suppliers Supervision

Workflow Optimisation

Design Feedback and Artwork Approval for Production

Brand Application, Marketing Campaigns & Paid Media

AI workflows and assisted visuals

Intern Supervision & Development

Technical Skills

SOFTWARE AND TOOLS



Adobe Creative Suite

Figma, Canva, FlutterFlow, AI tools
Excel, Trello, shared project folders

SPOKEN LANGUAGES

PT Native **ES** Basic

EN Fluent

Education

Post-Graduation – Illustration

January 2020 – July 2020

School of Education – Viseu

Degree in Arts & Multimedia

September 2016 – June 2019

School of Education – Viseu

Certificates

2025 | **Google UX Certificate**

2023 | **CESAE Certified Trainer**

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digital portfolio