

BEATRIZ MIRANDA

Senior Graphic Designer

Graphic Design, Events & Communication

Creative, human, focused on people and delivering high-quality design. 7 years of multidisciplinary experience across Sports and Healthcare. Lead Designer for the Thinking Football Summit and Portugal Football Summit. 360° communication, events and visual planning, coordinating multidisciplinary teams from concept to delivery.

Professional Experience

May 2025 – Today | Lisbon, PT

Portuguese Football Federation

Portugal Football Summit (2025 & 2026) – Lead Designer
Design for international, European and national competitions
Campaigns, promotions, marketing and fan experience

May 2025 – August 2025 | Lisbon, PT

D+Positive – Type One Diabetes AI Helper

AI-powered emotional support experience for people with Type 1 Diabetes | AI with live CGM integration |
Crisis intervention scenarios | Startup Sintra

> ARCRUN – Running RPG

Creative Designer & Concept Creator
Experience Design | UX Research | Startup Project

March 2024 – May 2025 | Porto / Lisbon, PT

Freelancer | Graphic Design & UX/UI

Digital communication and social media content
Branding, visual identity and UX/UI design

August 2022 – March 2024 | Porto, PT

Portuguese League for Professional Football

Lead Designer – Thinking Football Summit (2022 & 2023)
Final Four Allianz Cup (2022-23 & 2023-24)

January 2020 – July 2022 | Viseu, PT

Embeiral Group / São Mateus Hospital

Lead Graphic & Communication Designer (2021-22)
Healthcare, health and construction sectors

January 2019 – July 2019 | Viseu, PT

Freelancer | Graphic Design | Ser & Parecer



Main Skills

Events and Graphic Coordination
Team Workflow Optimisation
Branding and Marketing Campaigns
Photography and Visual Edition
AI-Assisted Creative Design
UI Kits, Wireframing and Prototyping
Editorial and Publication Design

SOFTWARE AND TOOLS



Adobe Creative Suite
Figma, Canva, FlutterFlow, AI tools

SPOKEN LANGUAGES

PT	Native	ES	Basic
EN	Fluent	DE	Learning

Education

January 2020 – July 2020

Post-Graduation – Illustration

School of Education – Viseu

September 2016 – June 2019

Degree in Arts & Multimedia

School of Education – Viseu

Certificates

2025 | Google UX Certificate

2023 | CESAE Certified Trainer

