

# Pedro Matos Chaves

Multidisciplinary designer focusing on branding and UX–UI design.

[pedromc.design](https://pedromc.design)

[hello@pedromc.design](mailto:hello@pedromc.design)

[LinkedIn](#)



## Experience

**Head of Design & Co-founder · Divisa.** 2019–2023

Founded the studio with two partners and led the area of design. Designed visual identities and websites from the ground for various brands and institutions, working with clients from several industries such as art, cinema, education, music, tech, and web3. Contacted directly with clients from onboarding to delivery. Worked side-by-side with developers on code related projects. Collaborated with several agencies and freelancers. Oversaw the quality of design output and led designers on different projects. Implemented design workflows.

**Image Coordinator · Queima das Fitas** 2020

## Awards & Recognitions

Honorable Mention · Awwwards 2023

Star & Nominaton · CSS Winner 2023

Site Of The Day · Top CSS Gallery 2023

Nominated in Graphic Design · Young Creators National Exhibition 2021

Selected for Best Papers · DIGICOM Conference 2019

## Exhibitions

Young Creators National Exhibition 2021

IV National Meeting of Multimedia Students 2019

## Lectures & Talks

Talks with DM Alumni · NEI AAC 2022

Flexibility in Dynamic Visual Identities · DIGICOM Conference 2019

## Publications

Dynamic Visual Identities: Exploring Variation Mechanisms to Achieve Flexibility 2020  
Springer Series in Design and Innovation

Flexibility in Dynamic Visual Identities: Exploring Variation Mechanisms to Achieve Flexibility 2019  
DIGICOM Conference

## Education

**MA in Design+Multimedia** 2017–2019  
University of Coimbra

**BA in Design+Multimedia** 2014–2017  
University of Coimbra

## Skills

Art Direction	Posters & Print
Visual Identity	Signage
UX–UI	Packaging
Design System	Exhibition Design
Editorial Design	HTML & CSS

## Tools

Figma	Photoshop
Illustrator	After Effects
InDesign	Webflow

## Languages

Portuguese (native)  
English (professional working)  
Spanish (elementary)