Pedro Matos Chaves

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LinkedIn ↗

Brand and UI Designer with experience working in both in-house and agency settings for multiple industries, from culture to tech, driven by a passion for crafting impactful brands and engaging digital experiences.

Experience

Senior Brand Designer · Sword Health
Jan 2024–Present

• Worked within the brand design team on a wide range of design projects and tasks, from digital to print
• Presented directly to creative directors and stakeholders on various projects
• Worked closely with the product design and engineering teams on impactful product and web projects
• Partnered with the marketing team to create assets for social media, events, and campaigns
• Collaborated with external freelancers on specialized design needs, such as video and 3D
• Participated in brainstorming sessions to develop brand strategies and improve workflows
• Developed and maintained templates and component libraries to enhance efficiency and consistency
• Applied user testing feedback and performed quality assurance to ensure consistency across materials

Freelance Brand Designer · Catalog
Sep 2023–Dec 2023

• Designed logos and landing pages for companies across various sectors
• Created a diverse set of materials, including pitch decks, one-pagers, and graphics
• Collaborated closely with designers and project managers on multiple projects
• Delivered high-quality work within tight, 2-day project windows

Co-Founder, Head of Design · Divisa.
Nov 2019–Jun 2023

• Co-founded the studio and led the design department
• Designed visual identities and websites from scratch for a wide range of brands from culture to tech
• Managed client relationships from onboarding to project delivery
• Collaborated closely with developers on code-related projects
• Worked alongside agencies and freelancers on various initiatives
• Oversaw design quality and led designers across multiple projects
• Implemented effective design workflows

Image Coordinator · Queima das Fitas
Jan 2020–Oct 2020

• Collaborated on the creation of the visual identity for the 2020 edition of the festival
• Designed a flexible system that adapts to different media and formats for both digital and print
• Developed templates using the brand system for various materials, to accelerate the workflow
• Designed multiple assets, from social media posts to stage banners

Education

MA in Design and Multimedia · University of Coimbra
Sep 2017–Sep 2019

BA in Design and Multimedia · University of Coimbra
Sep 2014–Jun 2017

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)

Honors & Awards

Honorable Mention Awwwards	2023
Star & Nomination CSS Winner	2023
Nominated in Graphic Design Young Creators National Exhibition	2021
Selected for Best Papers DIGICOM Conference	2019

Publications

Dynamic Visual Identities: Exploring Variation Mechanisms to Achieve Flexibility Springer Series in Design and Innovation	2020
Flexibility in Dynamic Visual Identities: Exploring Variation Mechanisms to Achieve Flexibility DIGICOM Conference	2019