



# CREATIVE COMMS

## CV | PAULO ALMEIDA

GRAPHIC DESIGN | DIGITAL ANIMATION | MULTIMEDIA

ONLINE PORTFOLIO ----- <https://www.xavierdetarso.com>

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## Profile

Practitioner with **12+ years'** international experience (Qatar, London, Portugal). Skilled in *Adobe* software (*Photoshop, Illustrator, InDesign, After Effects, Premiere*). **5 years'** university lecturing experience, developing students' creative problem-solving and conceptual design skills.

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## Experience

- **Freelance Designer – UK & Portugal | 2002 – 2010**  
Projects for *Cosanostra Design, Ivantage, Microsoft MSDN, Tidalwave, The Hub*.  
Delivered online portfolios, websites, visual identities, and interactive animations.
  - **Assistant Professor – Virginia Commonwealth University (VCUQ), Qatar | 2005 – 2007**  
Taught *BA Graphic Design (Interactive Design, Art Direction, Animation, Typography)*.  
Led *Shell Intilaaqah* branding project and *MEADEA* website collaboration with *Carnegie Mellon*, Qatar. Presented at *Promax/BDA Dubai, Tasmeeem & Kitabab* Conferences.
  - **Assistant Professor – ESTAL, Lisbon | 2003 – 2005**  
Taught *BA Animation/Interactive Design*, redesigned syllabus, organized first graduate exhibition.
  - **Design Employee – Netusability, London | 2001 – 2002**  
Redesigned *identity, website, and interactive presentations*.
  - **Design Employee – London Agencies | 1999 – 2001**  
*Web/animation* design for clients incl. *Philip Morris, Accenture, GlaxoSmithKline & BT RedCare*.
  - **Interactive Design Employee – CitySpace, London | 1999**  
*Flash adverts* for national kiosk network ( *Imperial War Museum, The Rock Circus, Kensington & Chelsea, Southwark Councils* ).
  - **Graphic Design Employee – Traxdata, London | 1998 – 1999**  
*Print* promotions for leisure & *CDR* industry.
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## Education

- **MA, Communication Design – Central Saint Martin's College of Art & Design, London, 1996**
- **BA (Hons), Graphic Design – Central Saint Martin's College of Art & Design, London, 1994**
- **Foundation Studies in Art & Design – Central Saint Martin's, London, 1991**