

Júlia Nardin • Designer

Nationality: Brazilian, Italian

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ABOUT ME

Senior Graphic & Art Director with over 8 years of experience across creative agencies, design studios, and fashion brands. Founder of Studio Tangerina, leading projects in branding, visual identity, and print design. Strong background in digital campaigns, social media visuals, and cross-functional collaboration with marketing teams. Currently based in Portugal, seeking to grow within the European creative market.

WORK EXPERIENCE

Head of Design and Communication

Liquid Innovation Co | Lisbon, Portugal - Remote | 2024 - Present

- Led the design direction for digital and print campaigns, visual identities, and institutional presentations. And partnered closely with marketing teams to ensure brand consistency across all communication channels.
- Led the visual design and branding of the Smart City of Rock project, in collaboration with Rock in Rio Lisboa's marketing and design teams.
- Leading the visual communication and branding of Innovation Mall, a proprietary platform scheduled to launch in early 2026.

Senior Graphic & Print Designer / Art Director

Studio Tangerina | Brazil and Portugal - Remote | 2020 - Present

- Development of visual identities and branding systems for brands across digital, print, and web.
- Creation of campaign assets and social media content, aligning visual language with brand strategy.
- Design of patterns and prints for fashion and home décor, including consulting on textile design and print trends.

Textil Print Designer

Bora Lifestyle | Campinas, São Paulo, Brazil | 2019 - 2020

- Creation of exclusive prints, patterns, and illustrations for beachwear and casual fashion collections.
- Collaboration with fashion designers to ensure conceptual and visual alignment across collections.
- Development of promotional materials for social media and launch campaigns, including visual assets and custom adhesive graphics used as in-store decoration for a new store opening.

Graphic Designer

Cantinho Empreendedor | Itatiba, São Paulo, Brazil | 2018 - 2019

- Development of materials for digital and print campaigns, creation of visual identity and institutional presentations, and support for the marketing team in producing visual content.

Graphic Designer Freelancer

Freelancer | Itatiba, São Paulo, Brazil | 2016 - 2018

- Production of institutional materials for companies and entrepreneurs, development of visual identities and advertising materials, and image editing and retouching for commercial campaigns.

EDUCATION

PhD in Design

University of Beira Interior (UBI) (2025 - Current)

Covilhã, Portugal

Master's Degree in Fashion Design

University of Beira Interior (UBI) (2022 - 2024)

Covilhã, Portugal

Postgraduate Degree in Textil Print Design

University of Economics Sciences of Campinas (Facamp) (2017 - 2017)

Campinas, São Paulo, Brazil

Bachelor's Degree in Product and Graphic Design

University of Economics Sciences of Campinas (Facamp) (2013 - 2016)

Campinas, São Paulo, Brazil

CONFERENCES & ARTICLES

7° CIMODE 2024 Conference (7° International Fashion and Design Congress) - Published Article

Nardin, J., Mouro, C., & Gouveia, I. (2024). The Spectrum of Art: Exploring Artistic Inspiration and Sustainable Coloration in Fashion. CIMODE 2024 – 7th International Fashion and Design Congress, (in press).

PROFESSIONAL DEVELOPMENT - EXTRA COURSES

Design for Social Media Online Course - Hotmart - Rejane Toigo (2022 - 2023)

Brazilian Printed Online Course - Hotmart - Clau Cicala (2020 - 2021)

Product Sketching and Rendering - Facamp - Adonis Alcici (2014 - 2014)

LANGUAGE SKILLS

Portuguese

Native

English

Listening: C1 **Reading:** C1 **Writing:** C1

Spoken Production: B2 **Spoken Interaction:** B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SOFTWARES

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Xd, Lightroom Classic and Premiere (beginner)), Procreate, Canva, Figma, Microsoft PowerPoint, Microsoft Word, Wix, WordPress (beginner), Clo3D (beginner), CapCut.

SKILLS

Strong communication and writing skills, teamwork, social media design, social media management (Instagram, TikTok, Facebook), short video editing for Reels and TikTok, branding, digital marketing, illustration, knowledge in graphic editing and print design, product design, web and mobile design, fashion design, sustainable coloring, photography, photo editing, an interest in literature and art.