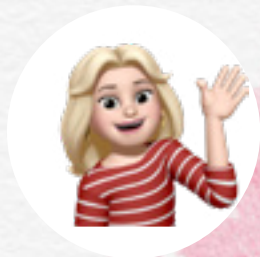


Portfolio

2023

Curriculum Vitae

Alice Lacerda
Graphic Designer



Hello there! My name is **Alice**, and I am a **graphic designer** from Brazil. I have a deep passion for creating stunning designs and have been working with Photoshop and designing layouts since I was just 12 years old. I completed my degree in Advertising back in 2011 and started designing prints for my mother's clothing brand. However, I always had my sights set on studying **Fashion Design** with a focus on **Marketing**, which led me to move to London in 2017. Unfortunately, due to the COVID-19 pandemic, I had to return to Brazil to help my mother's business, but I continued gaining **graphic design** experience.

During this time, I worked on various projects such as creating **product branding**, **direct mailers**, **postcards**, **large format graphics** for windows and displays, **social media content**, and **digital layouts**. I even completed a **rebranding** and **idea concept** for my mother's brand, Zione, in 2022. I am **detail-oriented** and know how to polish projects to ensure a **high-quality** finish. My can-do attitude is always **positive**, and I am **proactive**, **focused**, and **ambitious**. I possess knowledge of printing and digital processes, and I am also an extremely **organised** and **highly creative thinker**. If you want to learn more about me and my work, please check out my CV!

Education

Istituto Marangoni London

2:1 Fashion Design & Marketing Degree
2017-2023

Universidade FUMEC

Advertising Degree
2007-2011

Software

Photoshop ●●●●●●●●●○

Illustrator ●●●●●●●●○○

InDesign ●●●●●●●●○○

Experience

Zione Brand

Fashion Brand, Brazil / 2020 - Present

- Branding and identity
- Posters, infographics, logos, brochures and flyers design: Photoshop, Illustrator and InDesign
- Social Media management: Facebook and Instagram
- Updating official website and Email Marketing

Interests



Graphic
Design



Photography



Fashion &
Beauty



Music



Drawing

Index

01 Branding & Identity

02 POS & Signage

03 Social Media

04 Digital Layouts

Zione Brand

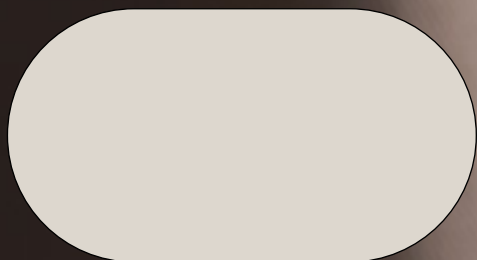
Branding & Identity

In 2022, my mother's fashion brand, *Cia da Moda*, underwent a rebranding. The brand's name no longer matched its image, so it was renamed *Zione*, derived from the Italian word "*Collezione*", meaning collection. The new name accurately reflects the brand's new image, which embodies elegance, sophistication, and class.

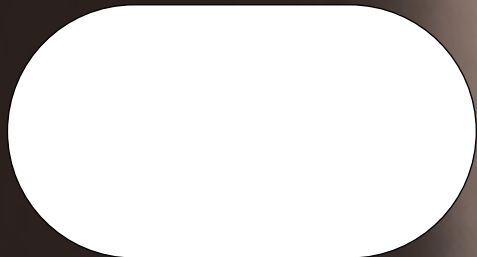




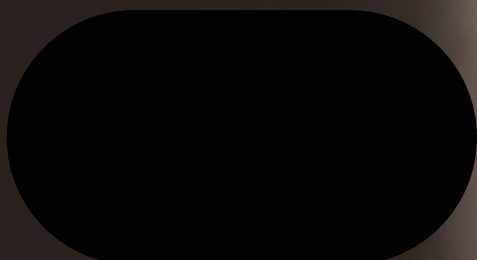
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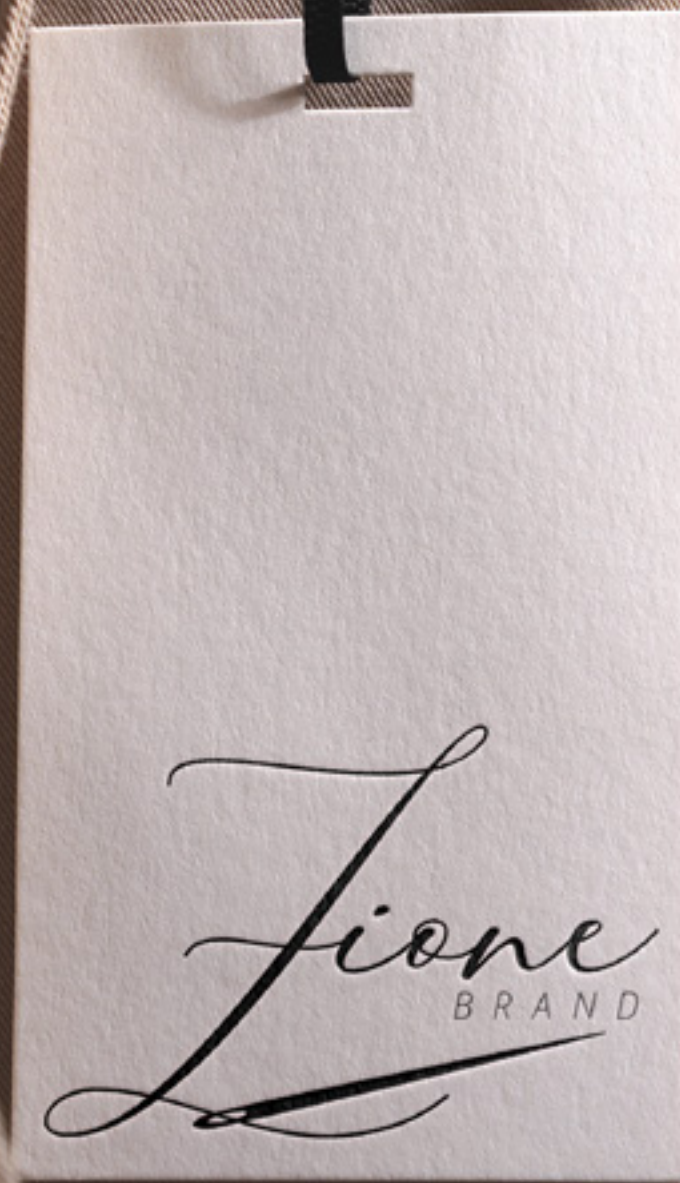
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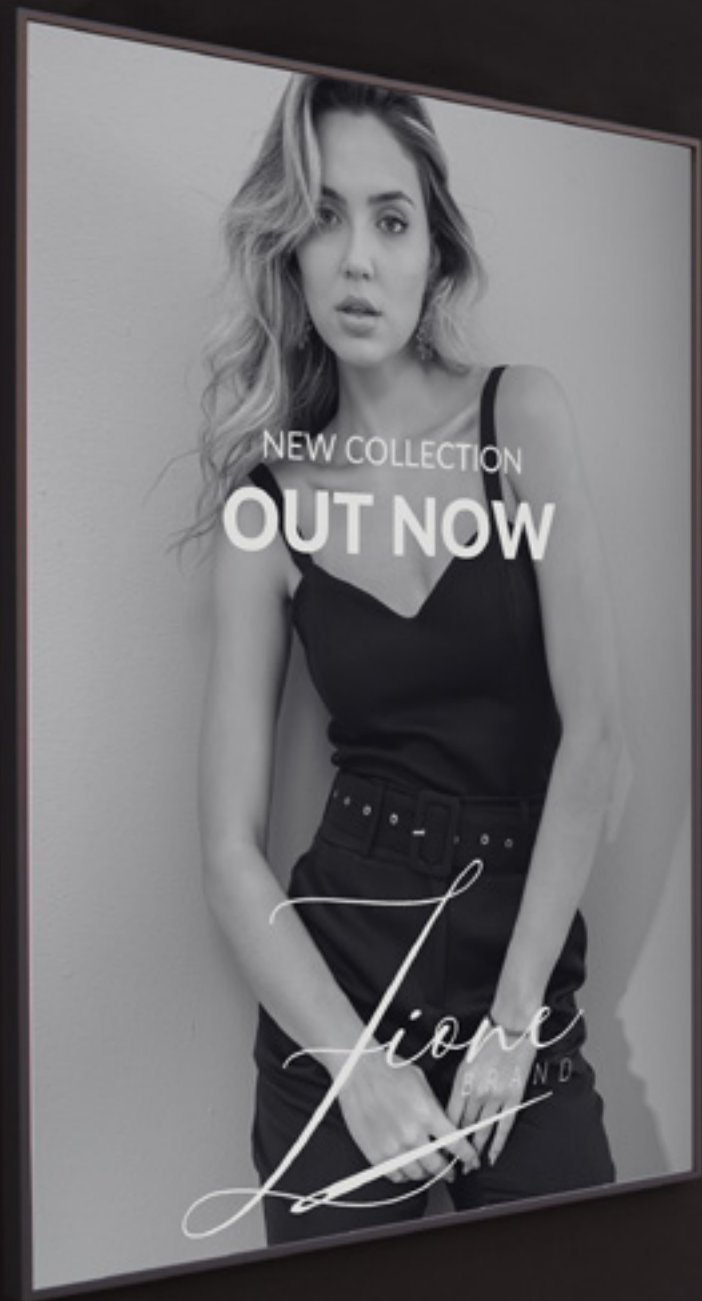


Zione Brand

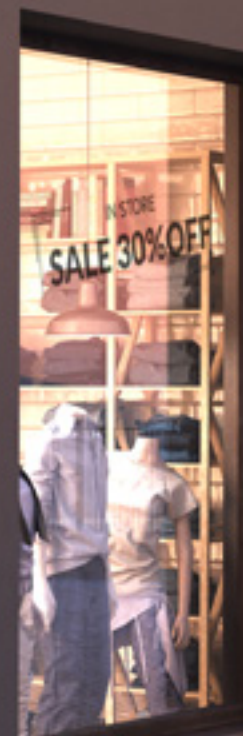
POS & Signage







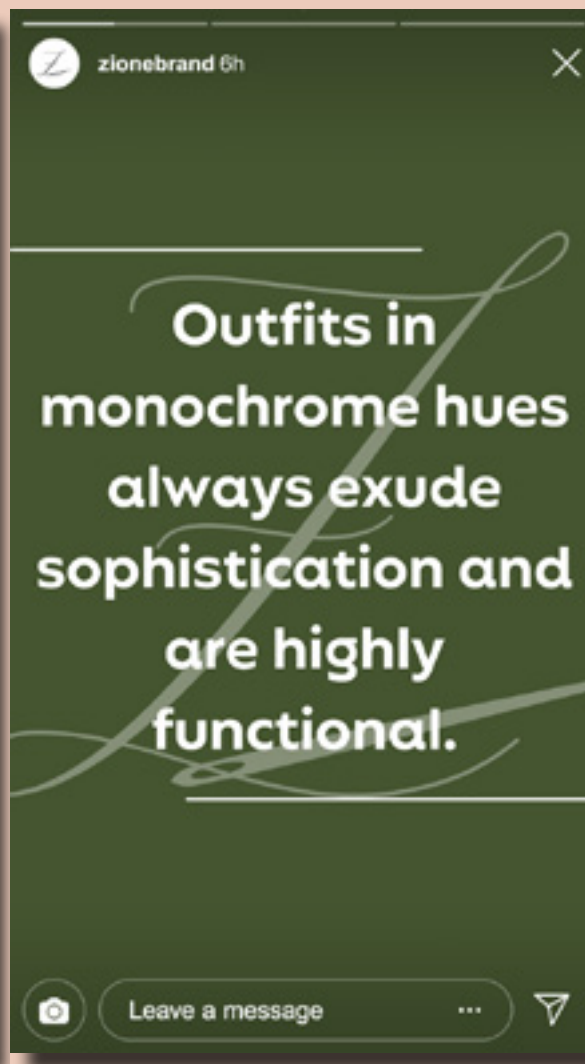
Lione
BRAND



Zione Brand

Social Media

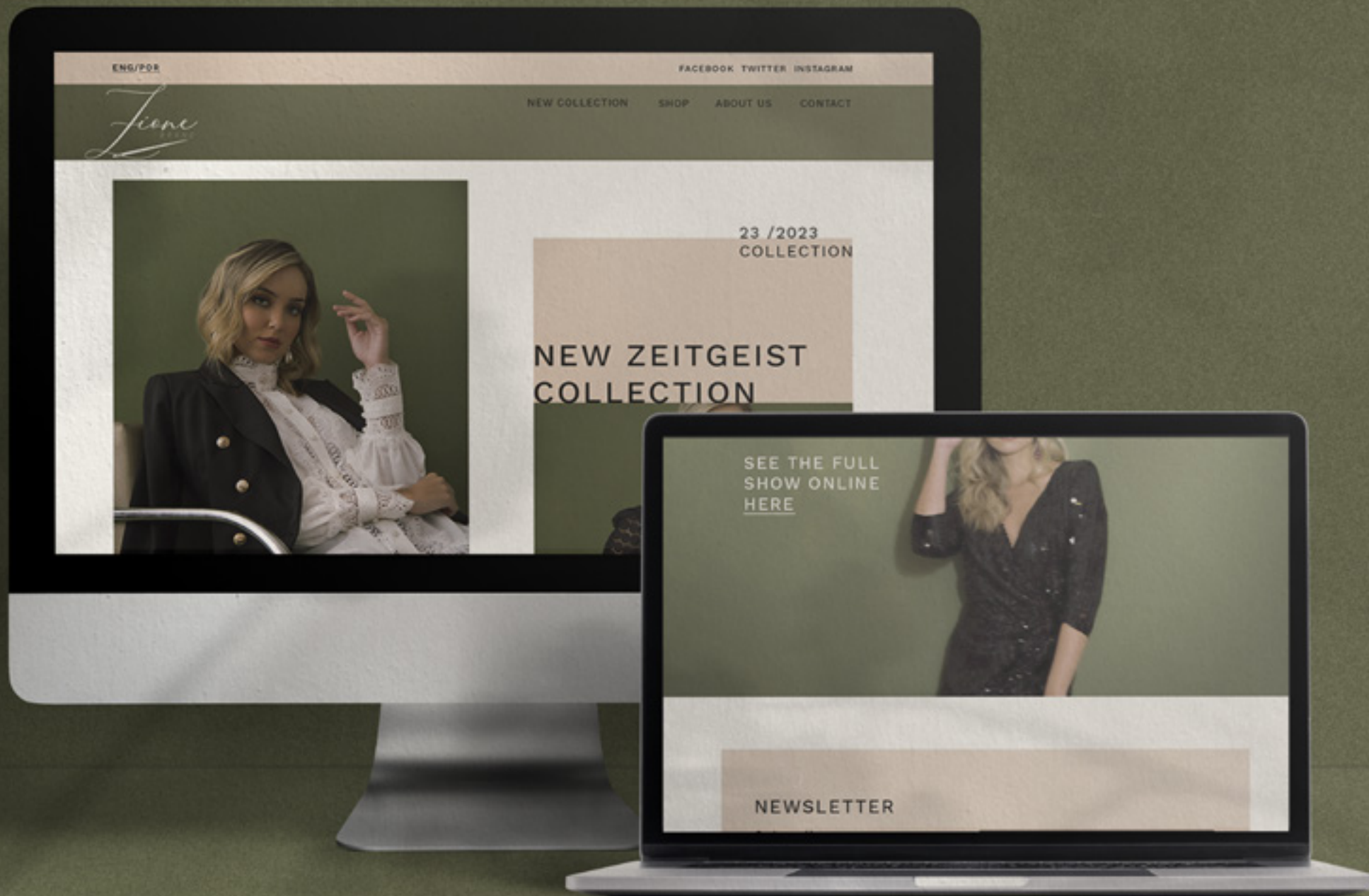




Zione Brand

Digital Layouts





Zione
BRAND

NEW

SALE

SHOP

GIFTS

OUTLET

SEASON SALE

SPECIAL SEASON SALE
LAUNCH TOMORROW

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email is one of the best ways to
build a strong relationship with
your members and customers




ZIONEBRAND.COM


Alice Lacerda

Graphic Designer

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 contact@alicelacerda.com

 07395 622207

 /atlacerda