

RICARDO LOURENÇO DA COSTA

VISUAL DESIGNER | BRAND • DIGITAL • UI/UX • PRESENTATIONS

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Portuguese citizen | Open to relocate to Shanghai | 1-month notice | Employer-sponsored Z visa required



PROFILE

Visual designer with 6+ years of experience across brand identity, digital design, UI/UX, presentations, motion, illustration and print. I currently support a confidential global private-equity account at Williams Lea, combining hands-on presentation design with creative workflow coordination for teams across Europe and New York. Before that, I worked in-house on vaping and e-cigarette consumer brands at SMKD and spent several years freelancing for international clients. Strong in Adobe Creative Cloud, Figma and PowerPoint, and comfortable turning rough briefs into clear, polished work. Currently studying Mandarin and planning a long-term move to China.

CORE SKILLS

Design: Brand identity, visual design, digital campaigns, UI/UX, responsive web design, presentation design, packaging, motion/video, illustration, infographics and print.

Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat, Figma, PowerPoint, Think-cell, SharePoint, Canva, CapCut.

Working style: Creative workflow coordination, client/stakeholder communication, quality control, fast-turnaround delivery, design systems, templates and production handoff.

PROFESSIONAL EXPERIENCE

Presentation Associate | Williams Lea

Jul 2025 - Present

Creative workflow and presentation design for a confidential global private-equity account

- Design and format presentations, charts, infographics and other visual communications for international teams, often working with complex or incomplete source material.
- Coordinate around 20-30 incoming creative requests per week across a four-person team supporting Europe and New York, assigning work, tracking deadlines and keeping requesters updated.
- Handle urgent same-day work while maintaining brand accuracy, consistency and production quality.
- Created reusable PowerPoint resources, templates, shortcut guides, infographics and Think-cell tutorials to reduce repeat issues and help the team work faster.

Product & Visual Designer | Pholu

2025 - Present

Independent private-beta mobile product for couples and families

- Designed the brand identity, app UI/UX, responsive website, social content and brand guidelines.
- Built the product's visual system across app, web and marketing so the experience stays consistent without feeling repetitive.
- Test working builds with real users, turn feedback into design changes and work within technical constraints while keeping the product visually coherent.

PROFESSIONAL EXPERIENCE - CONTINUED

Freelance Visual Designer & Illustrator | Independent

Oct 2018 - Dec 2024

- Worked directly with clients across Europe, North America and Asia on branding, digital design, illustration, web visuals, presentation work, motion graphics and print.
- Managed projects from the first conversation through concepts, revisions and final delivery, often helping clients shape unclear briefs into something usable.
- Adapted comfortably between stylised illustration, commercial graphic design and more realistic visual work depending on the client and audience.

Graphic Designer | SMKD

Jun 2022 - Sep 2023

In-house design for vaping and e-cigarette consumer brands, including DNA Vapes and Dragon Blood

- Created visual identities and campaign assets across product packaging, bottle labels, posters, menus, point-of-sale materials, social media and in-store graphics.
- Designed product and flavour variations while keeping each range consistent and recognisable across print and digital touchpoints.
- Produced motion and social content regularly, from concept and storyboarding through animation, editing and final export.
- Prepared print-ready artwork with correct bleed, crop marks, colour setup and press-ready PDF output.

SELECTED STRENGTHS

- Strong visual judgement across typography, composition, colour, illustration and image-making, backed by formal animation and graphic-design training.
- Comfortable switching between concept work and production-heavy delivery, including high-volume or deadline-driven environments.
- International working experience with clients and stakeholders across Europe, North America and Asia.
- Able to work independently, take ownership of a brief and communicate clearly with non-design stakeholders.

EDUCATION

BA (Hons) Animation | University of Huddersfield | 2018 - 2021

Visual storytelling, motion design, project development, photography, studio lighting and digital media production.

BTEC Extended Diploma in Graphic Design | Park Lane College, Leeds | 2016 - 2018

LANGUAGES

Portuguese - Native | **English** - Native-level | **French** - Professional
Spanish - Conversational | **Mandarin Chinese** - Beginner, actively studying

CHINA RELOCATION

Based in the UK and open to relocation to Shanghai and other major mainland China cities. Available on one month's notice and willing to complete the employer-sponsored Z-visa process. WeChat is available for recruiter contact.

PORTFOLIO

ricardoportfolio.xyz - Brand, digital, illustration, UI/UX and visual-design work.