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www.fernandamascarenhas.com

fernandamascarenhas



FROM

São Paulo, Brazil

BASED IN

New Westminster, BC
recognized as the land of the
Halkomelem speaking people

SKILLS

Indesign
Photoshop
Illustrator
Microsoft Office
Basic Wordpress
Basic Mailchimp
Basic Wlx
Portuguese (native)

MEMBERSHIP

- Craft Council of British Columbia
- Arts Council of New Westminster

AWARDS

Gold Medal Art Craft Award in the
10th Great Bunkyo Art Exhibition
1996 | São Paulo, Brazil

VOLUNTEER

Vancouver Outsider Arts Festival

Oct 13–17, 2022 | Vancouver, BC
Exhibition instalation

Roundhouse Community Dancers

Nov 2022 – Present | Vancouver, BC
Dancer

EDUCATION

University of São Paulo Communication and Art School

Bachelor of Communications
Publicity and Advertising
1996 | São Paulo, Brazil

“Fernanda’s art gave life to these photos. Her work brought lightness and delicacy to the book. I thank her for the partnership and dedication in the layout of this book.”

Arthur Wolkovier, in the inscription of the book *Dancers* of his authorship

EXPERIENCE

TEXTILE ART STUDIO OWNER | 2019 – Present | São Paulo, Brazil – New Westminster, Canada

Fernanda Mascarenhas Plantas e Cores

Together with my graphic design work, I have been running a textile art studio where I craft handmade pieces and teach natural dye. I designed a website and online shop for my brand, and also created digital assets, including newsletters, banners, ads, invitations and social media content. To share my passion, since 2020, I have been writing and editing the [Plants and Colours blog](#).

FREELANCE GRAPHIC DESIGNER | 1996 – Present

Throughout my career, I have been art directing and designing books, brochures, magazines, exhibitions, and special projects for a range of cultural clients, and others. I always delight to deep into the contents’ core to create a sensitive narrative for each one through the design. I have been creating logos, stationery, marketing material, and websites as well.

SELECTED CLIENTS

Praxinoscopio Cenografia

May 1998 – Present | São Paulo, Brazil

In partnership with this set design studio, we developed 45 exhibitions and 36 publications for companies and museums in Brazil, such as the Brazilian Cinematheque, Mazzaropi Museum, Museum of Person, and Votorantim Co. Work closely with the Creative Director, we conceptualize story ideas for exhibition and translated complex content into visually and creative solutions. I have been responsible for all graphic design stages, from concept and layout to overseeing the entire print production process.

Núcleo Fu Bu Myu In

March 2007 – April 2017 | São Paulo, Brazil

I designed books, brochures, folders, logos, posters, and a website for this dance-performance group. As a performer group member, I participated in the creative process of many projects. The graphic designer was born from this very inner point of view, in harmony with the Japanese aesthetic of the works group.

Dynacom Tecnologia

June 1996 – November 2010 | São Paulo, Brazil

I worked in this tech company as a Marketing Coordinator employee. After graduating, I had hired as a freelance graphic designer to create all graphic material, maintaining brand consistency. I work closely with the company’s President and the marketing team to establish direction to design packaging, promotional material (brochures, flyers, banners, posters, displays, invitations, swag items and more), and campaigns.