

Caroline F. Torres

GRAPHIC & EDITORIAL DESIGNER · PORTUGAL

CONTACT

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Portugal · Open to remote

SKILLS

Editorial design & layout
Typography & lettering
Brand identity & guidelines
Posters & print production
Social media content & strategy
Product photography & retouching
AI-built websites & Shopify stores
Copywriting & proofreading

TOOLS

InDesign · Illustrator · Photoshop
Premiere Pro · Figma · Canva
Shopify · Microsoft Office

AI IN MY WORKFLOW

ChatGPT
Claude
Hermes Agent (Ollama Cloud)

LANGUAGES

Portuguese	Native
English	C2 (EF SET)
French	A2
Spanish	A2

COURSES

Digital Marketing — Google

Branding, Content Marketing — Rock Content

PUBLICATIONS · 2015

6th Encontro Tipográfico (6ET)

DESIGNA, International Conference on Design Research — "Digital Typophilia"

PROFILE

Graphic and editorial designer with a master's in typographic and editorial practices and ten years of work: 58 issues of a monthly magazine, books, posters, brand identities, social media and product photography. Co-founded and ran a design studio in Portugal for seven years. Now also building websites with AI; looking for a remote, part-time role.

EXPERIENCE

Graphic & Layout Designer
Feb 2016 – Apr 2025

SóClássicas Magazine · Portugal

- Laid out 58 issues (no. 83–140) of a monthly classic-motorcycle magazine.
- Retouched photos, designed ads and covers for the Brazilian market, prepared print files.
- Rebuilt the magazine's website with AI tools (2026).

Co-founder, Designer & Manager
Jun 2017 – Mar 2024

Eleven Creative Solutions · Portugal

- Over seven years, worked with 25+ clients in food, retail, arts and health.
- Planned, designed and published monthly social content; shot and edited reels.
- Food and product photography; launch of a Spanish restaurant franchise in Portugal.

Freelance Communication Designer
Feb 2016 – present

Remote · Portugal, Brazil and Europe

- Posters, programmes and social campaigns for theatre and dance productions; logo, guidelines and animation for a theatre collective.
- Print and digital design for an e-bike brand's European campaigns (2023).
- Rebuilt client WordPress sites as fast static sites with AI (2026).
- Logos and brand guidelines for small businesses; book and ebook layout.

Freelance Copywriter & Proofreader
Nov 2017 – Dec 2022

Rock Content · Brazil (remote)

- Wrote and proofread content for a content marketing platform, fully remote.

EDUCATION

MA, Contemporary Typographic and Editorial Practices — 2014 – 2016
Faculty of Fine Arts, University of Lisbon

BA, Social Communication – Advertising — 2009 – 2013
University of Brasília · exchanges in Design at the University of Coimbra (2012–13) and UQTR, Canada (2011)

Fashion Design Technologist — 2009 – 2010
IESB, Brasília