

# Gabriela Morand

Design and Marketing Lead



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Brazilian and Portuguese

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## About

I'm a Portuguese-Brazilian designer with over 20 years of experience that includes leading branding for Rio's Olympic bid, managing creative teams, and delivering complex communication projects. For the past decade, I've been leading corporate identity and branding initiatives at Sesc RJ, where I brought together strategic thinking, user-focused design, and project management to develop integrated campaigns across digital and physical touchpoints.

Since moving to Portugal in 2022, I've expanded my focus to include broader marketing strategy, working across industries to support digital presence, communication, and brand positioning.

## Work Experience

sep. 2023

### BF Group | Design & Marketing Lead (remote position) 🇵🇹

As Design and Marketing Lead at BF Group — a diversified holding with operations in real estate investment, senior living, hospitality, renewable energy, e-commerce, and sales force businesses — I lead the in-house creative and marketing team, supporting multiple brands across the group with strategic, design-driven solutions.

Key responsibilities:

- Design Leadership: Oversee all design deliverables, including visual identity systems, brand guidelines, signage, and environmental design, ensuring consistency and brand impact across all touchpoints.
- Digital Product Development: Lead the creation of websites, landing pages, and infoproducts focused on user experience (UX), conversion, and business goals, aligned with each brand's strategy.
- Content & Branding: Manage the planning and production of institutional and promotional content across channels, maintaining brand consistency and storytelling quality.
- Digital Transformation: Drive the digital evolution of acquired brands by optimizing customer journeys, internal processes, and data flows to support scalable and measurable results.
- Performance Marketing: Plan and oversee paid media campaigns, monitor key performance indicators (KPIs), and implement continuous improvements based on data analysis.
- Team & Operations Management: Lead multidisciplinary teams (design, content, media), implement work management tools to streamline collaboration and workflows, and participate in recruitment and onboarding.
- Executive Strategy & Communication: Present strategic plans and creative solutions to C-level executives, ensuring alignment between business objectives and creative execution.

### 2022 - 2023 Multitendas and JetStand | Design & Marketing Lead 🇵🇹

Multitendas and JetStand are companies specializing in the rental of event structures for large-scale events, such as Web Summit Lisbon. Brought in during a period of business transformation, I was responsible for repositioning JetStand in the market under a new administration, developing a more competitive, design-led brand presence.

Key responsibilities:

- Led the complete rebranding of JetStand, overseeing the creation of a new visual identity, tone of voice, and brand positioning strategy focused on delivering customized, high-impact event environments.
- Directed the full redesign of the company website, taking charge of information architecture, content writing, and image curation, while managing a team of UI designers and developers to ensure brand consistency and usability.
- Modernized brand communication for both JetStand and Multitendas, shifting from outdated practices to user-centered, contemporary design and messaging approaches.
- Developed digital and print promotional materials targeted at the Portuguese B2B event market, ensuring alignment with the new brand identity and enhancing lead generation.
- Supported strategic repositioning efforts to better communicate the companies' value in delivering tailored, high-end event solutions.

2011 – 2021

## **Sesc RJ**

Sesc RJ is a major non-profit institution supported by Brazil's trade and tourism sectors. With over 20 fixed units, 4 hotels, and 12 mobile units, it delivers services in culture, health, education, leisure, and social assistance across the state of Rio de Janeiro.

### **Design & Creative Project Lead** (2016 – 2021)

Key responsibilities:

- Led a multidisciplinary in-house team of 10 professionals and coordinated creative work across 20+ operational units, ensuring strategic and visual consistency in all user-centered design initiatives.
- Directed branding and communication efforts for institutional campaigns, large-scale events, and sector-specific programs in health, education, and tourism.
- Developed workflows, tools, and processes to improve collaboration across design, marketing, and operational teams, aligning execution with institutional goals.
- Championed a user-focused approach in content production, partnering with agencies to deliver integrated campaigns supported by data and user insights.
- Delivered accessible and inclusive design solutions to meet the needs of diverse audiences, including populations with limited literacy.
- Managed project budgets and monitored KPIs to optimize creative performance and resource allocation.
- Presented strategy and progress to senior leadership, bridging creative direction with organizational decision-making.

### **Senior Designer** (2011 – 2016)

Key responsibilities:

- Contributed directly to the creation of branding systems, campaigns, and communication plans, while supervising junior designers and ensuring consistency across all service sectors.
- Led the redesign and standardization of spatial experience elements (ambience, scenography, signage), significantly enhancing the user experience in public service centers — a project featured in the 12th Brazilian Design Biennial (2017).
- Acted as brand guardian for Sesc RJ, ensuring consistent application of visual identity across physical and digital assets.
- Partnered with local branches to improve communication flows and touchpoints across the user journey.
- Created technical specs and risk documentation for public procurement processes, ensuring legal and operational compliance.

2007 – 2011

## **Soter Design | Creative Team Coordinator & Senior Designer**

Soter Design is a graphic design studio based in Rio de Janeiro, where I advanced my career at the intersection of design leadership and project management. I was responsible for key client accounts, including the Brazilian Olympic Committee (BOC), while coordinating the studio's creative team.

Key responsibilities:

- Led and co-designed key deliverables for Rio de Janeiro's successful bid to host the 2016 Olympic Games, overseeing visual development, production, and delivery of all materials submitted to the International Olympic Committee (IOC).
- Created visual identities, layouts, and editorial content for BOC's institutional communication, ensuring consistency and alignment with international Olympic standards.
- Directed the development of the Licensing Handbook for the Brazilian Olympic Team, defining branding and product guidelines for official merchandising.
- Designed and developed high-profile editorial projects, including the Final Candidacy Report and a commemorative book presented at sponsor events, combining editorial design with strategic messaging.
- Acted as both designer and project coordinator for various cultural and corporate clients, including the Brazilian Symphony Orchestra, creating concert programs, institutional campaigns, and promotional materials.
- Managed creative timelines and stakeholder communication, leading a multidisciplinary team and aligning internal workflows with external demands and deadlines.

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## **Independent Designer & Branding Consultant**

Brazil & Portugal | 2022 – Present

As an independent designer, I collaborated with leading organizations and institutions across branding, UX, and digital transformation projects — bringing together creative thinking, strategic insight, and self-managed execution.

- 2023 - 2024

dec | apr
- Tatil Design | Graphic Designer for Carrefour Home (remote position) 

Participation as a senior designer in the Tátil Design Agency project for Carrefour (France). Tatil was asked to lead key aspects of an extensive rebranding project for Carrefour Home, consolidating multiple existing brands into a single cohesive identity. They designed the foundational system for the brand, including logo development, in-store branding applications, and a detailed ecosystem of packaging elements. I was responsible for:

  - Crafted an icon family, established rules for future icon creation, and designed graphic representations for large furniture items.
  - Directed the creation of a comprehensive Product DNA framework, defining what constitutes a Carrefour Home product and ensuring consistency across all product lines.
  - Developed the Brand Communication Manual, detailing communication principles and design systems for both digital platforms and printed materials, enabling the seamless implementation of the brand globally.
  - Contributed strategically to aligning the brand's positioning with user experience and market goals, ensuring scalability and relevance across Carrefour's global retail operations, demonstrating exceptional problem-solving skills, adaptability, and cross-disciplinary collaboration.
- 2023

aug | dec
- Senac RJ | Branding Area Collaborator (remote position) 

Standardized the institution's new branding language by creating nine tailored guides for distinct areas of knowledge and activity, ensuring clarity and usability for non-designers.

  - Utilized structured, logical thinking to translate complex branding concepts into accessible, practical manuals ensuring accuracy and providing actionable insights.
  - Contributed to enhancing brand consistency across the institution by developing tools that empowered non-design teams to implement the new language effectively.
- 2022

jun | oct
- Senac RJ | Innovation Area Designer (remote position) 

Senac RJ is a non-profit educational institution focused on preparing professionals for the goods, services, and tourism industries, with a strong emphasis on innovation and technological advancement to meet evolving market demands.

  - Consulted on the redesign of educational supports in digital formats, contributing to Senac's digital transformation efforts to enhance the learning experience for students and teachers.
  - Developed the preliminary UX framework for the Digital Campus, designing user-centered solutions to streamline access to career growth paths, course information, and teaching tools for both in-person and virtual learners.
  - Collaborated on publicity and training campaigns to support the adoption of new digital teaching models and tools, facilitating smooth transitions for stakeholders.
  - Co-developed a course on visual presentations and storytelling, empowering team members to use design principles for effective communication.

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| <div><div>Degrees</div><div>1998 - 2002</div><div>Bachelor of Design</div><div>Product Design and Visual Communication</div><div>Rio de Janeiro State University (UERJ)</div><div>2012 - 2014</div><div>Executive MBA</div><div>Specialized in Project Management</div><div>Ibmec - RJ</div></div>                                                                                                                                                              | <div><div>Certifications</div><div>Design Thinking Workshop</div><div>2013 Ibmec - RJ</div><div>Agile Methodologies</div><div>2021 Perestroika</div><div>Digital Marketing and Basic SEO</div><div>2022 Mirago</div><div>Workshop F*ck the Algorithm</div><div>2023 Strong Brand Social</div></div>                                                                                                                                                                                      | <div><div>Languages</div><div>Portuguese</div><div>Native</div><div>English</div><div>Fluent (C1)</div></div> |
| <div><div>Major Skills</div><div>Team Leadership and Management</div><div>Strategic Thinking</div><div>Decision-Making and Negotiation</div><div>Empathy and Collaboration</div><div>Creative Problem Solving</div><div>Agile, Scrum and Design Thinking</div><div>User Journey</div><div>User-Centric Communication</div><div>Persona Development</div><div>Data Analysis</div><div>Research and Solution (Discovery, Define, Develop and Deliver)</div></div> | <div><div>Technical Skills</div><div>Branding &amp; Visual Design tools</div><div>(Adobe Creative Suite - Photoshop, Illustrator, InDesign)</div><div>Product Design Tools (Adobe XD, Figma)</div><div>Collaborative &amp; Workflow Tools</div><div>(Miro, Trello, Slack)</div><div>Project Management Tools (Clickup)</div><div>Presentation Tools</div><div>(Microsoft office Suite and Google Workspace)</div><div>Operating Systems (Mac OS, Windows)</div><div>AI tools</div></div> |                                                                                                               |