



Marcella Fagundes

I'm a passionate designer based in Copenhagen. I help brands tell impactful stories through visual identities, branding, digital design, creative concepts, and motion design. My passion is using design and communication to elevate brands and create a deep connection between them and their audience.

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København S

WORK GRAPHIC DESIGNER SELF-EMPLOYED (WORLDWIDE) MARCH 2023 – PRESENT

I use creative concepts to build dynamic visual identities for clients within the industries of fashion, beauty, creative, and beverage. I also use brand strategy to guide clients toward visual solutions that help them stand out in the market.

BRAND CREATIVE KLAR (COPENHAGEN, DK) OCTOBER 2022 – MAR 2023

With roots in Estonia, Klar produces home improvement goods such as windows and doors. As a Brand Creative, some of my responsibilities were: web design, design assets for digital platforms, creative concepts for campaigns, copywriting and content creation, user research, rebranding proposal.

FEELANCE GRAPHIC DESIGNER HOMEWORK (COPENHAGEN, DK) AUGUST 2022

I collaborated with Homework's team on creating packaging for a special project commissioned by Cartier.

GRAPHIC DESIGN INTERN HOMEWORK (COPENHAGEN, DK) MARCH 2022 – AUGUST 2022

I have created logos, design concepts, visual content, and proposed art direction under the creative guidance of Homework. Some of the clients I worked with are: Lancôme, Blank Atelier, Guerlain, COMEHOME, Genesis House, and others.

GRAPHIC DESIGNER SELF-EMPLOYED (WORLDWIDE) APRIL 2020 – MARCH 2022

I worked with design & art direction projects for A Editoria, Stazione Italia, Ravello Pasta, Opificio 77, and others.

EDUCATION DECODING IDENTITIES COURSE Aprender Design, Brazil 2022

MASTER'S IN DESIGN OF
COMMUNICATION
Accademia Cappiello, Florence IT
2020–2021

INTERNATIONAL STUDENT PROGRAM
(within Communication)
Università di Bologna (UNIBO), Bologna, IT
2019–2020

COMMUNICATION BACHELOR'S
DEGREE
Pontifícia Universidade Católica de Minas
Gerais (PUC MINAS), Belo Horizonte, BR
2017–2019

TECHNICAL SKILLS

- Visual Identity
- Typography
- Creative Concepts
- Photography art direction
- Storytelling
- Motion Design
- Strategic Thinking
- Craftsmanship
- Great aesthetic eye for colours, grids, and composition
- Expert knowledge of Adobe Creative Cloud, including Illustrator, InDesign, Photoshop, After Effects, and Adobe XD
- Great knowledge of Figma
- Some knowledge of Sketch

SOFT SKILLS

Good communicator, great team player, very curious and creative, enthusiastic, organized, open-minded, ambitious, proactive, detail-oriented, and highly motivated.

LANGUAGES

Portuguese — native
English — fluent
Italian — fluent
Danish — beginner