

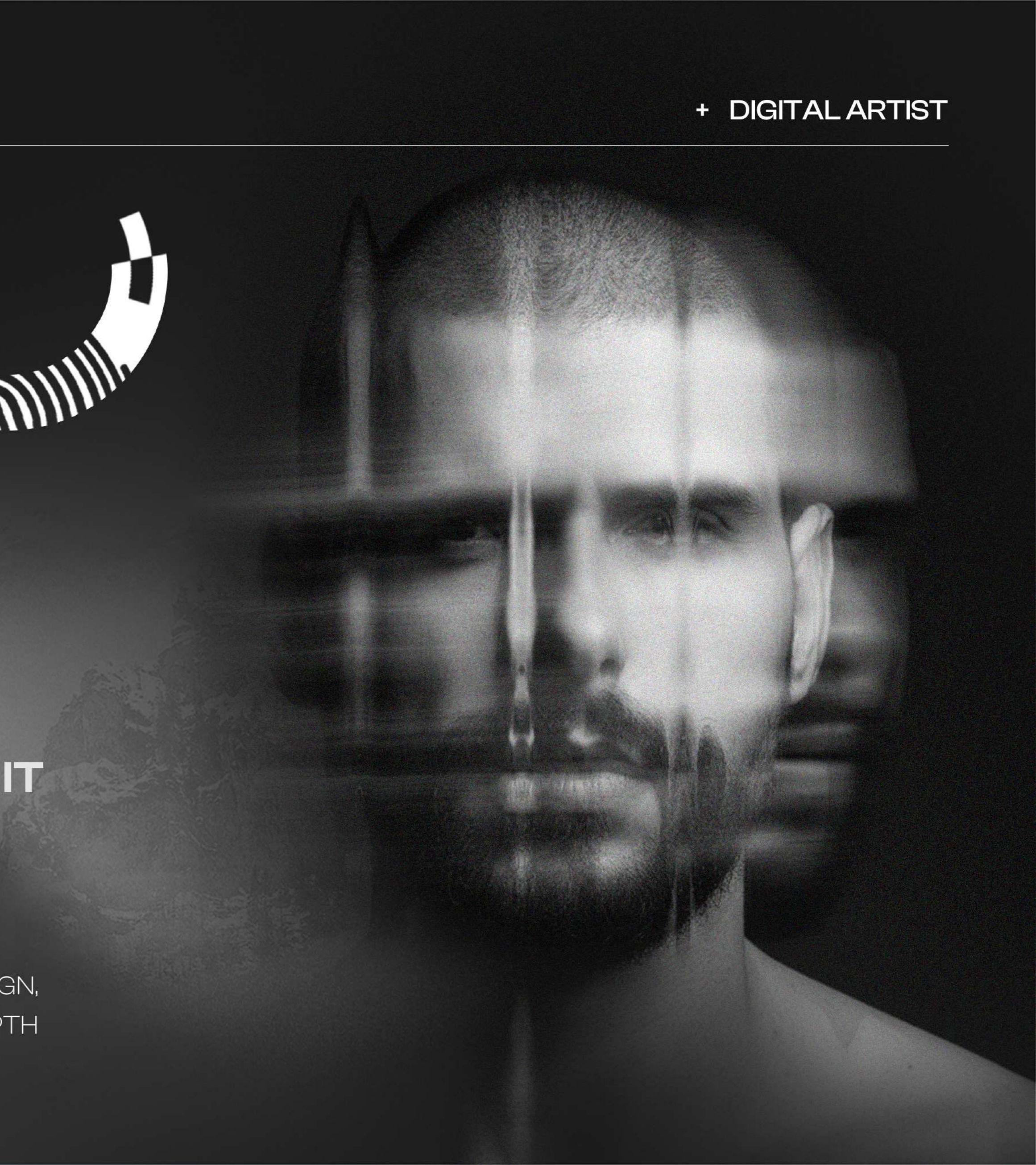
Digital portfolio



**CREATING IS A DECISION. CHOOSE TO DO IT
WITH MEANING.**

GONÇALO SILVESTRE IS A MULTI-DISCIPLINARY ARTIST, FROM PORTUGAL.

WITH AN ACADEMIC FOUNDATION SPANNING 3D DESIGN, GRAPHIC DESIGN,
AND VIDEOGAME DEVELOPMENT, HE BRINGS A CROSS-DISCIPLINARY DEPTH
THAT REFUSES TO STAY WITHIN THE LINES OF ANY SINGLE MEDIUM.



~~NOT~~ FOR *EVERYONE_

TO BUILD EVERYTHING

DO YOU EXIST FOR HABIT, OR REASON?

ON A MARKET OBSESSED WITH *HYPE*, I CHASE
MEANING-FIRST APPROACH_

If you're looking for someone to think with you, question assumptions, and bring meaning back to what you want to create, I'm your guy.

8 YEARS OF EXPERIENCE / MULTI-LAYERED WORKFLOW



GAME DESIGN

GRAPHIC DESIGN

CONCEPT ART



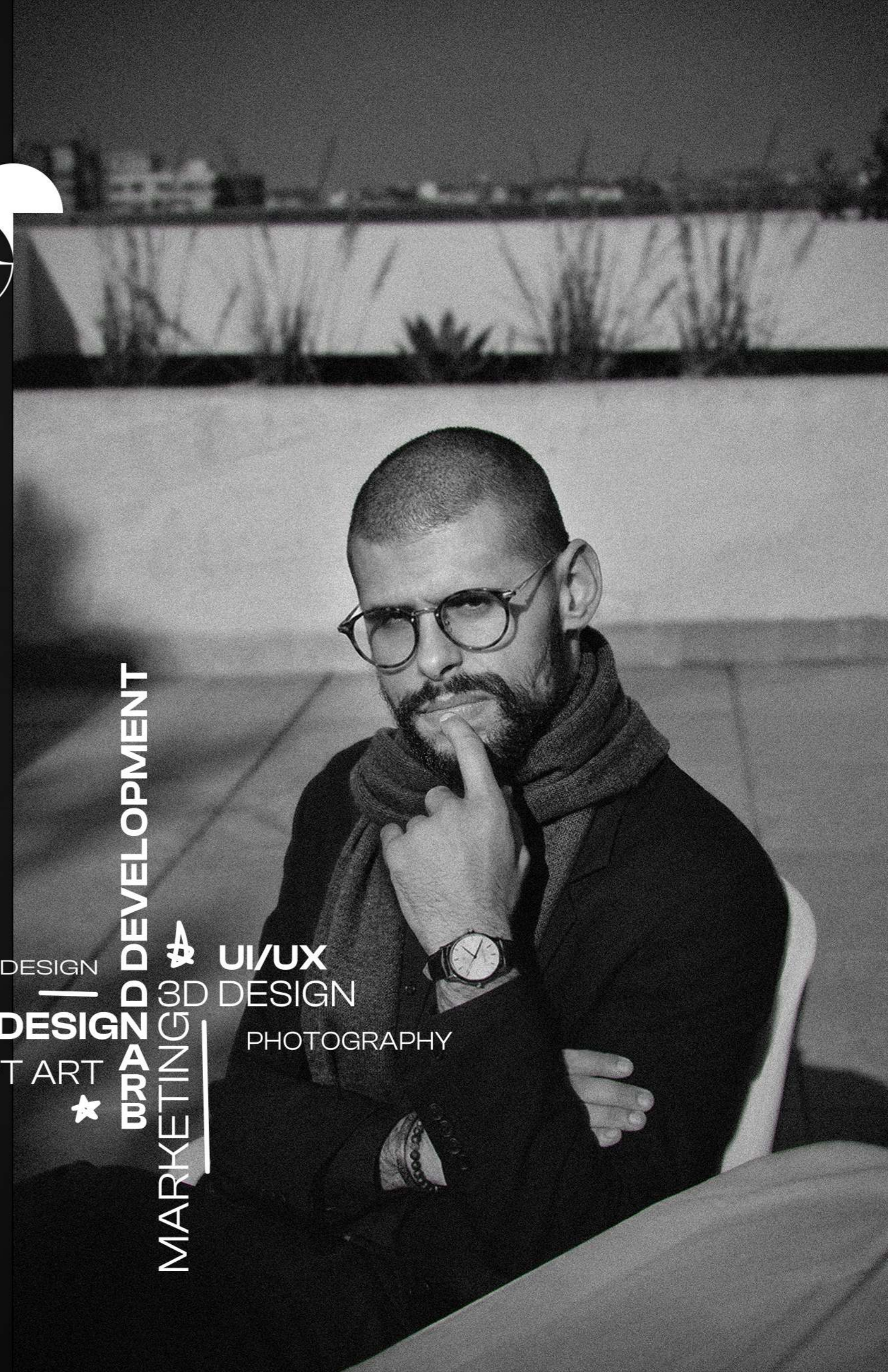
BRAND DEVELOPMENT

MARKETING

UI/UX

3D DESIGN

PHOTOGRAPHY



The World became *liquid* I chose to be **solid**.

This mindset was not created out of ambition. It was created out of observation – a growing unease with a world producing brands, identities, and creative work at speed, without asking the only question that matters: why does this need to **exist**?

We live in an era of **liquidity**. Trends flow, audiences shift, meaning evaporates. The system was built to be fast-food. **Zero** attention span, full **consumption**.

My work is defined by **structural thinking**. Understanding a project's **reason** for existing before a single visual decision is made. Form is always the last step, never the first.

"The flaw is **not the problem** to solve. It is the point from which everything **true begins**."

- Branding & identity CORE
- UI/UX Design DIGITAL
- Graphic design PRINT/DIGITAL
- 3D Design DIGITAL / VIDEOGAMES
- Poster & visual design PRINT/DIGITAL
- Copywriting LANGUAGE / MARKETING
- Photography VISUAL
- Pagination & editorial PRINT / DIGITAL

01_ PURPOSE

Nothing without reason.

Every project begins with an excavation. I will create anything that has a reason on why it needs to exist.



- Design Research
- Purpose definition
- Design strategy Dev.



feedback

02_ INTEGRITY

The fracture is the truth.

I don't smooth over problems or hide contradictions. Like from a broken piece, I find the break and illuminate it.



- VizDev
- Info | Branding
- Design Rules | Prototyping



feedback

03_ COHERENCE

Everything aligned.

A brand is not a logo. It is every single touchpoint. Regarding this, I build systems, not surfaces.



- Logo Design
- 2D | 3D Design
- Product Design
- Key Visuals | Mockups

A STUDIO THAT GIVES NEW MEANING TO "A STAR IS BORN"

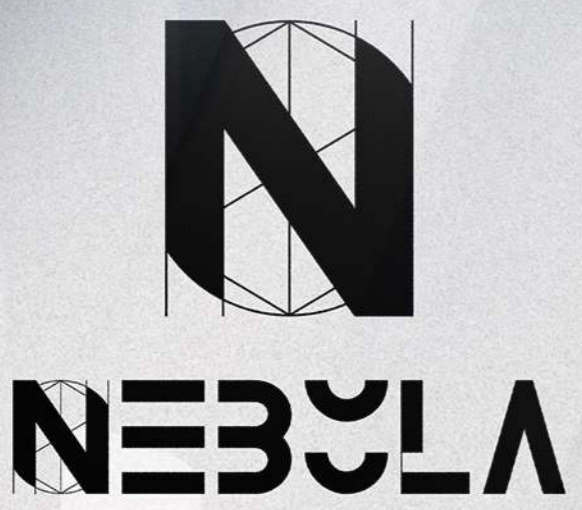
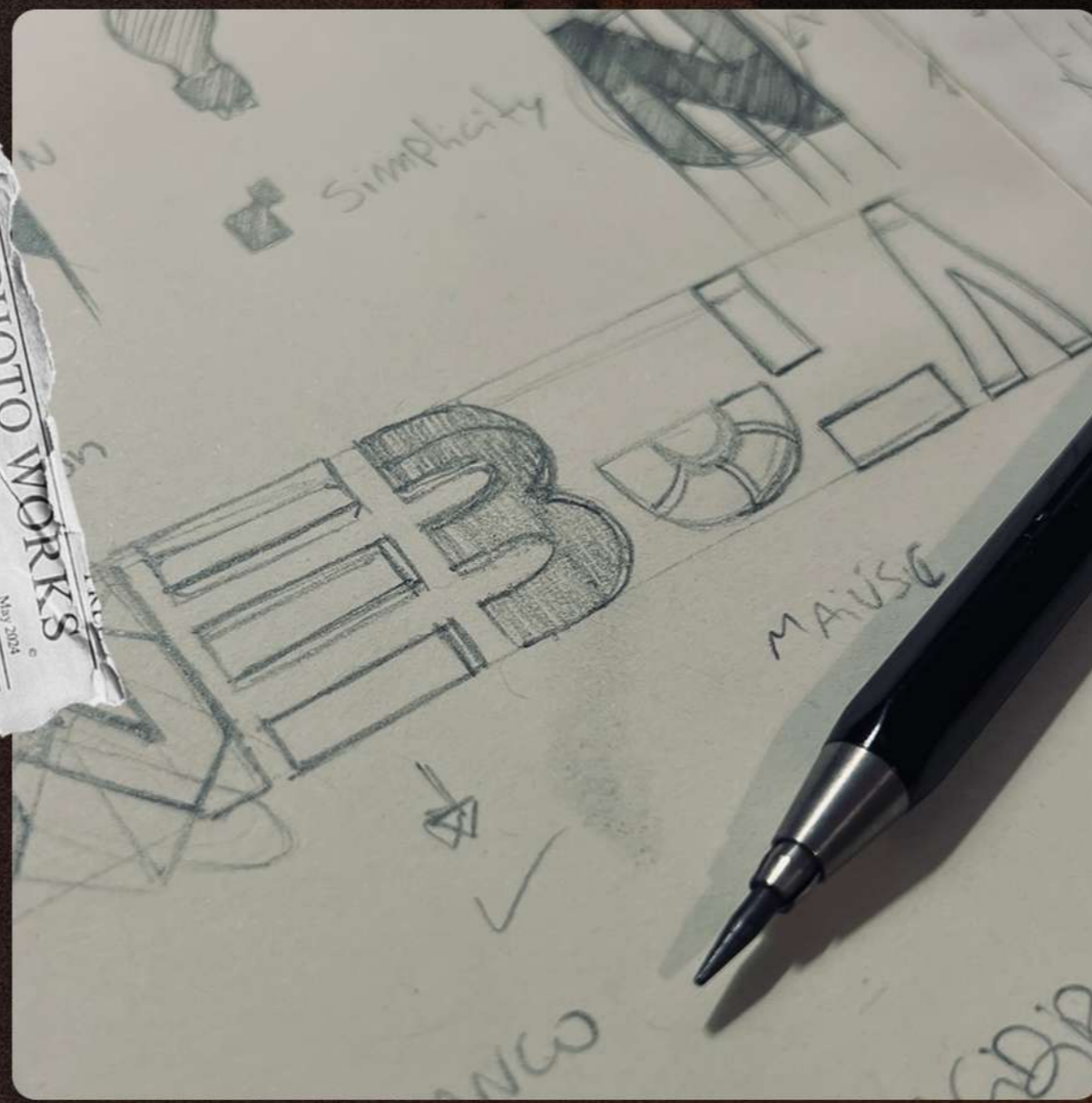
While many believe nothing is created and everything merely transforms, my work for Nebula proves otherwise.

This brand embodies the geometry of chaos and the precision of aesthetics. I shaped an identity that gives way to a light that emits boldness, like a bespoke experience tailored to give rise to Nebula's own visual marvel for the fellows who look for them. Welcome to the cradle.



EMPOWERING THROUGH & MEMORIZING THE LENS

The vision goes on 3 members wish of capturing moments with real impact.





SYMBOLIZE & SHINE

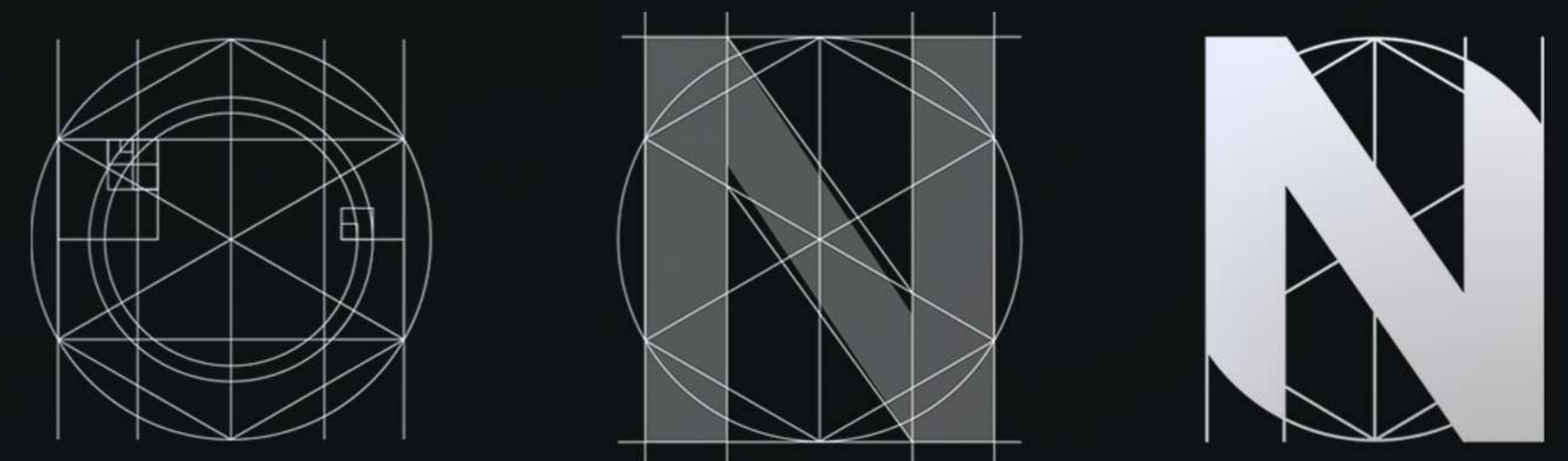
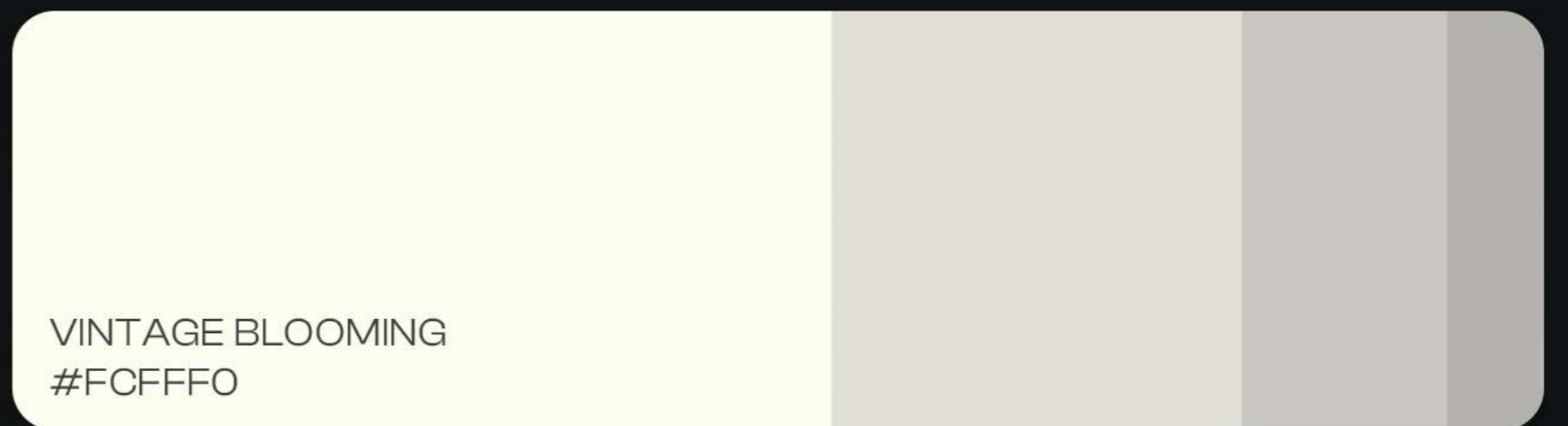
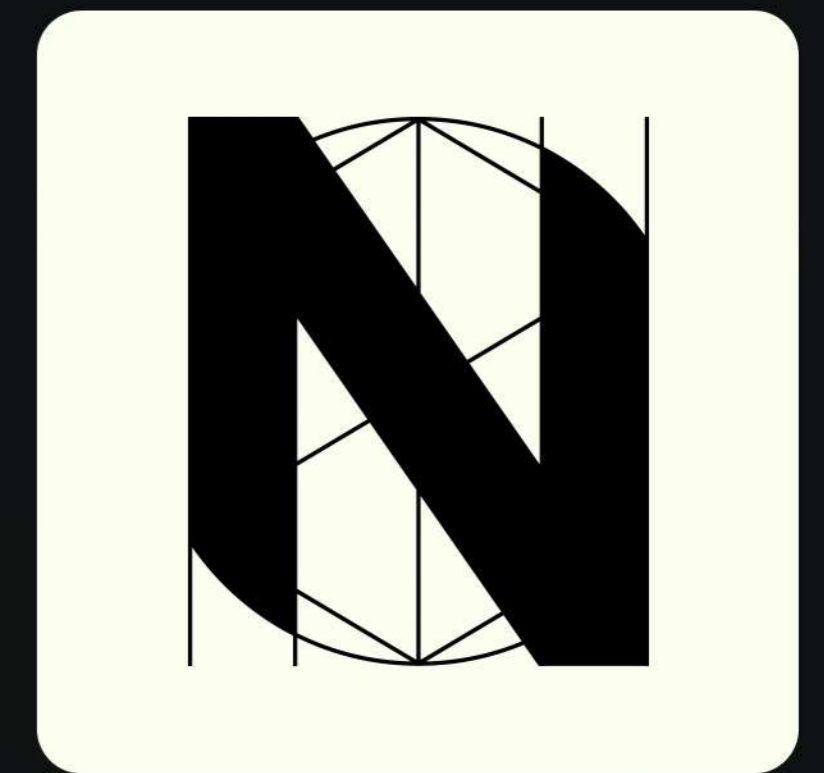
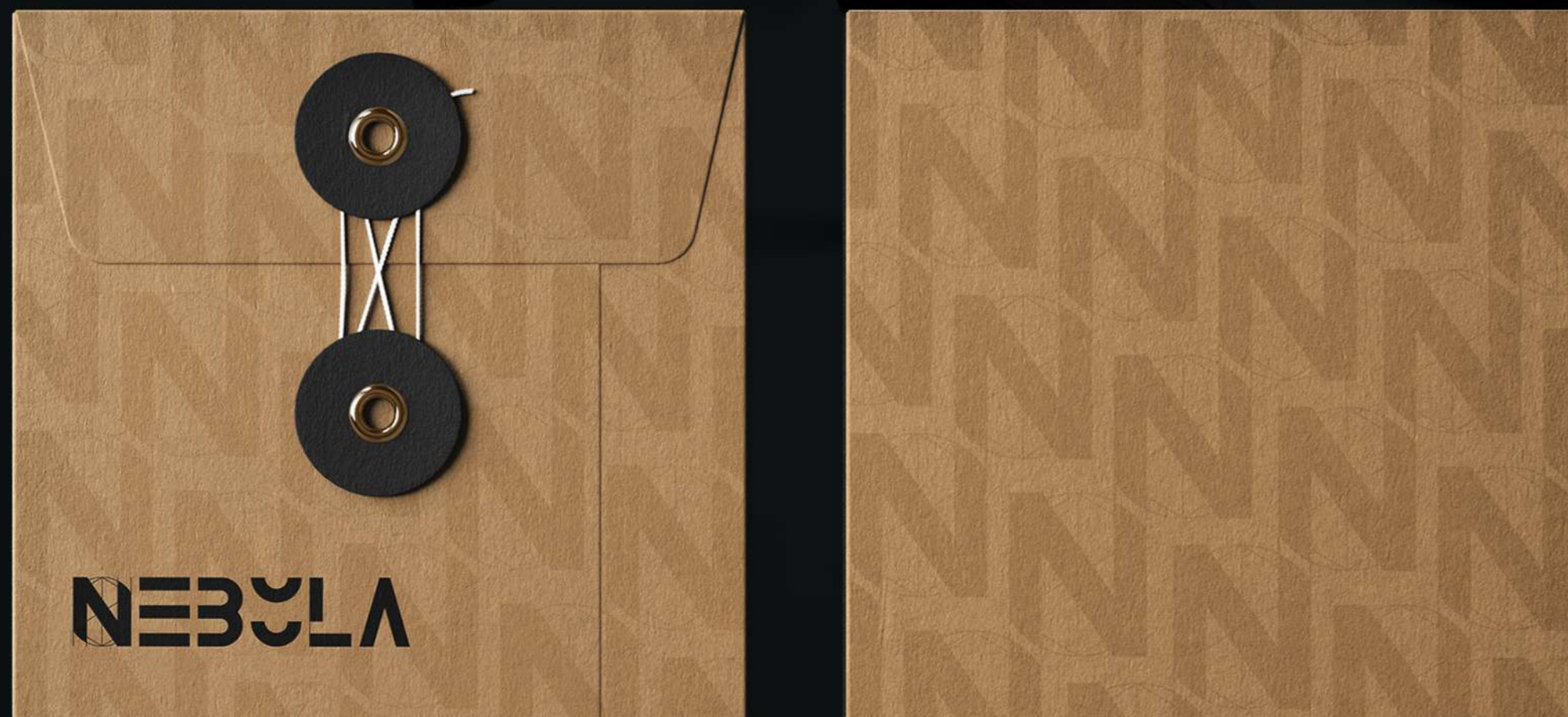
Nebula's typeface didn't even exist, made possible at last with their manifest in Modernism, Minimalism, Creation & Origin. Just like that, they got a whole, deployment-ready, lettering system.



Spacing | proportions &
Ideation process

spacial creation for spacial capture

The letter "N", for Nebula, is inserted into the hexagonal shape, which is the molecular form of the two main elements that compose a nebula. This concept is based on the power that a nebula has to destroy and create new stars, with the 'N' maintaining its construction lines, symbolizing **origin** and **creation**.



ZUMUB

An overview of some of work materials and creations I made for the highly acclaimed Portuguese Sports company, as their graphic Design Internal, from product placement to full Rebranding proposal.

Line of Action

- Graphic Design
- Product Design | placement
- Localization
- Photography
- Rebranding





STRONG APPROACH = DYNAMIC SPORTS BRAND

By balancing commercial realities/trends with **forward-thinking** design, this role required a **multi-disciplinary** approach and multi-cultural vision to elevate the brand's visual identity across both digital and physical touchpoints.

This showcase represents a **comprehensive** body of work developed during my tenure as an Internal Graphic Designer for Zumub, one of the most highly acclaimed and fastest-growing Portuguese sports nutrition and supplement companies. My role spanned the entire creative **ecosystem** of the brand—ranging from fast-paced daily asset creation and product styling to driving a **dynamic** output for their product range.



Commercial presence

Highlighting whole product **textures** and active lifestyle to boost/fuel Zumub's digital storefront, the **social** media channels, and the advertising **campaigns** was crucial to understand both brand placement & visual strategy.



This block contains a collage of Zumub products and promotional text. At the top left, there's a jar of 'PEANUT BUTTER' next to a glass jar of nuts. To the right is a container of 'PRE-WORKOUT' powder. Below these are several product containers including 'WHEY CONCENTRATE', 'STRONGER TOGETHER', 'HEAD MEALS', 'L-CARNITINE', and 'VEGAN PROTEIN'. The bottom half of the collage features promotional text: 'AGORA... TEM MAIS AINDA!' in a red banner, 'BLACK FRIDAY' in white, 'KORTINGEN TOT 70%' in large white letters, and 'OP GESELECTEERDE PRODUCTEN'. Below this, there are three price tags: '€31 ONTVANG', '€61 ONTVANG', and '€101 ONTVANG'. At the bottom, it says 'KORTING OP ZUMUB PRODUCTEN' and '10% KORTING OP ZUMUB PRODUCTEN'. The Zumub logo and the word 'worten' are also visible.

RE - SHAPING THE SYSTEM

Redesigning the core visual language—optimizing logo geometry, typography, and color theory—to symbolize the brand's evolution from a supplement retailer to an authority in sports performance and lifestyle.

This included:

- Product family re-design
- Logo Development



a sports brand
MADE
FOR
CHAMPIONS

FLAVOUR & TRIM-BASED PRODUCT FAMILY PLACEMENT

This re-branding proposal was achieved by implementing a systematic design logic using ingredient-based visuals and premium tiering:

- **Flavour-Driven Identification:** Utilizing dedicated color-coded lettering highlights and dynamic, real-ingredient imagery to create immediate flavor recognition (e.g., brown lettering and sliced chocolate bars for Chocolate Whey; red highlights and fresh strawberries for Strawberry Whey).
- **Premium & Line Segmentation:** Introducing structural design tokens, such as a sleek chrome packaging header, to visually separate and identify specialized, professional product lines from the core range.



STRONGER ALL-TOGETHER

The "Z" Lettermark

Anchored the brand's existing slogan, "Stronger Together," into the core visual mark. I engineered a bold "Z" **lettermark** that masterfully utilizes **negative space** to reveal two simplified, interlocking crossed hands.

This subtle yet **powerful** optical interplay symbolizes unity, strength, partnership, and the communal **bond** of the fitness world.



Logotype original-to-concept process



VIA EXPRESS

In this **multifaceted** leadership role, I bridged the gap between creative execution and business **strategy** at the Swiss-based Money Transfer, Via Express. **Managing** everything from high-level UI/UX and physical retail strategy to digital marketing, 3D asset creation, copywriting, and internal human resources design assets.

Line of Action

- Design Leadership & Brand Strategy
- UI/UX Design
- Social Media & Content Creation
- 3D Design
- Multi-channel Marketing & Copywriting
- Commercial & Store Strategy Management



hello great prizes with
Via Express!

swipe →

DER GEBURTSTAG

BERN

DU KANNST

100 CHF

26 JANUAR GEWINNEN GEWINNEN



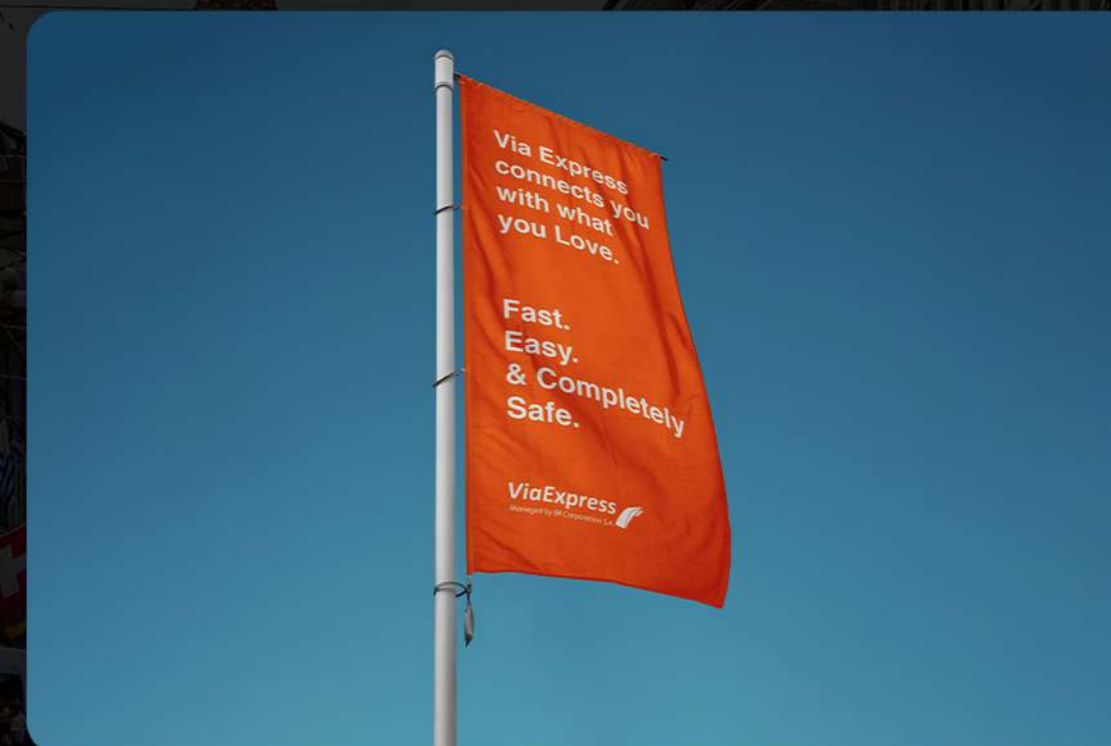
Nehmen Sie an einen Bonus im Wert von 100 CHF teil nur für Sendungen am 26.01.24 | Die Verlosung findet am Ende des Tages statt.

VIA EXPRESS

GRAPHIC DESIGN | SOCIAL MEDIA | 3D | MARKETING

BOOSTING IMMIGRANT MONEY TRANSFERS

For a **stronger**, multi-layered presence, the visual **development**, spatial **branding**, and physical asset strategy for retail locations, a bold and whole new **approach** was sought, for digital presence through Social media, Website & Ads.



The **launch** of a new website, restructured social media, seasonal campaigns, and targeted email **prospecting** significantly expanded the company's **market** reach and enhanced client **retention**.

Carnaval 2025

ViaExpress

CARNAVAL



Carnaval, folia e **dinheiro na mão!**
A festa começa com segurança e rapidez! Envie dinheiro para quem ama e aproveite o Carnaval.

Carnaval, fiesta y **dinero en mano!**
La fiesta empieza con seguridad y rapidez. Envía dinero a tus seres queridos y disfruta del Carnaval.



Facilidade & Segurança em Festa

Envie para o Brasil, República Dominicana e Colômbia com **a melhor taxa!**

Facilidad y Seguridad en Fiesta

Envía a Brasil, República Dominicana y Colombia con **el mejor cambio!**

Apareça em nossas Redes

Grave um vídeo dentro de uma de nossas Agências, poste nos seus Stories e marque **@viaexpress.ch**. Te **repostamos**, faça o V de Via!

Aparece en nuestras Redes

Graba un vídeo dentro de una de nuestras Agencias, publícalo en tus Historias y etiqueta a **@viaexpress.ch**. Te **volvemos a publicar**, haz el V de Via!

Aproveite a festa e envie **com a Via!** Disfruta de la fiesta y envía **con Via!**

Curta o Carnaval sem preocupações Disfruta del carnaval sin preocupaciones

Com a Via Express, você tem velocidade, segurança e um serviço **que não para—nem no Carnaval!**

Con Via Express tienes rapidez, seguridad y un servicio **que no para ni siquiera durante el Carnaval!**

Novidade

Envia para o Brasil ?

Agora com o pagador direto PINBANK



Chave PIX cadastrada

A segurança é garantida, só ocorrem **com a chave** assegurando proteção e tranquilidade no processo.



Via Express | Fácil, Rápido & Completamente Seguro | viaexpress.ch



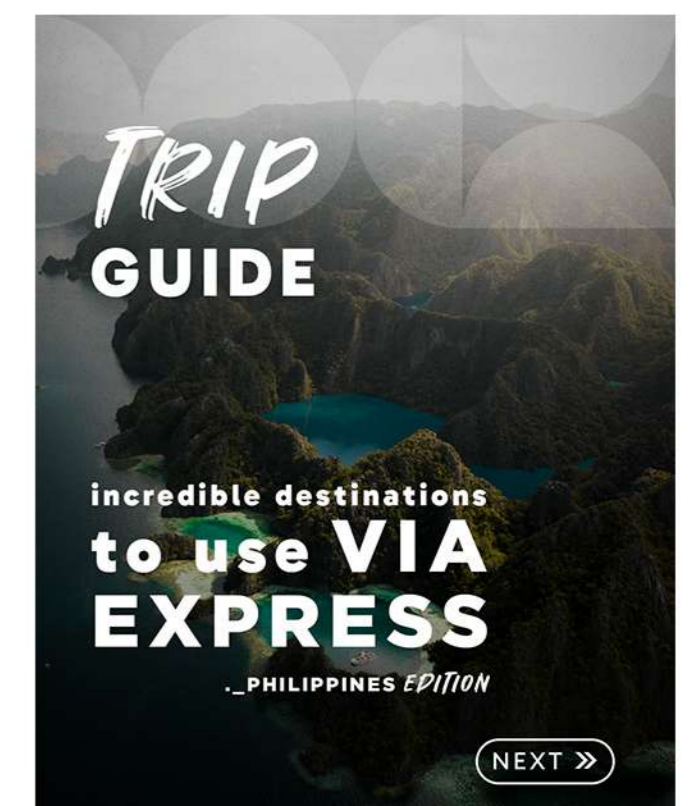
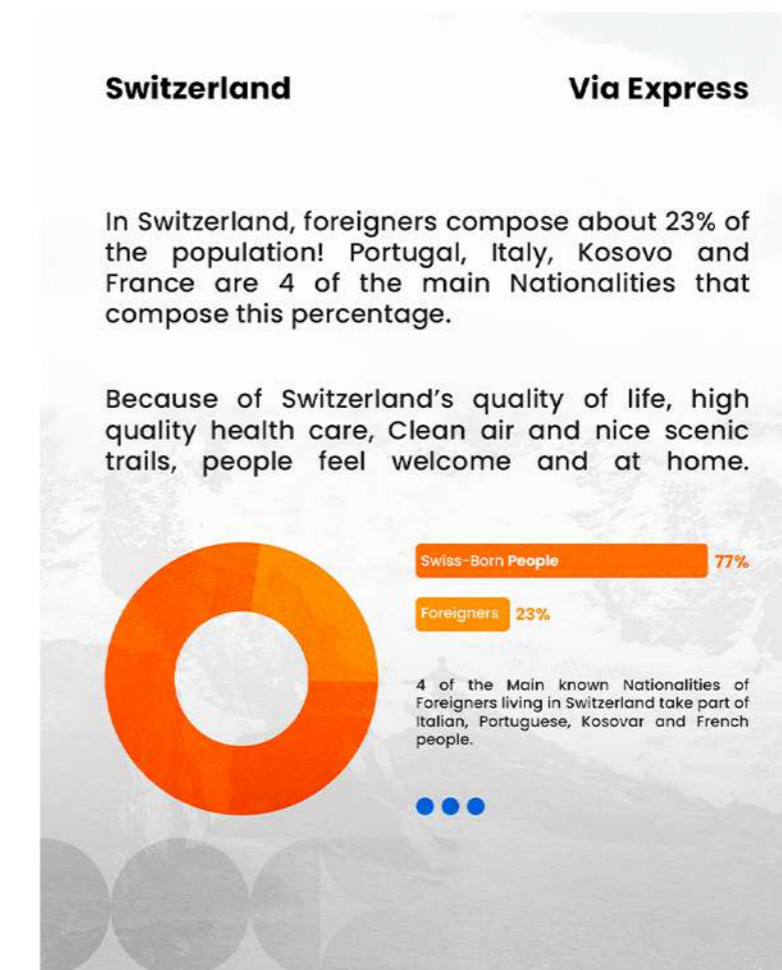
ONLINE & ALIVE

Through **structured** email marketing systems, dynamic assets and a cohesive social media content **strategy**, a unified digital **ecosystem** was unveiled to maximize brand visibility and elevate cross-channel audience engagement.



Your prize is on the way

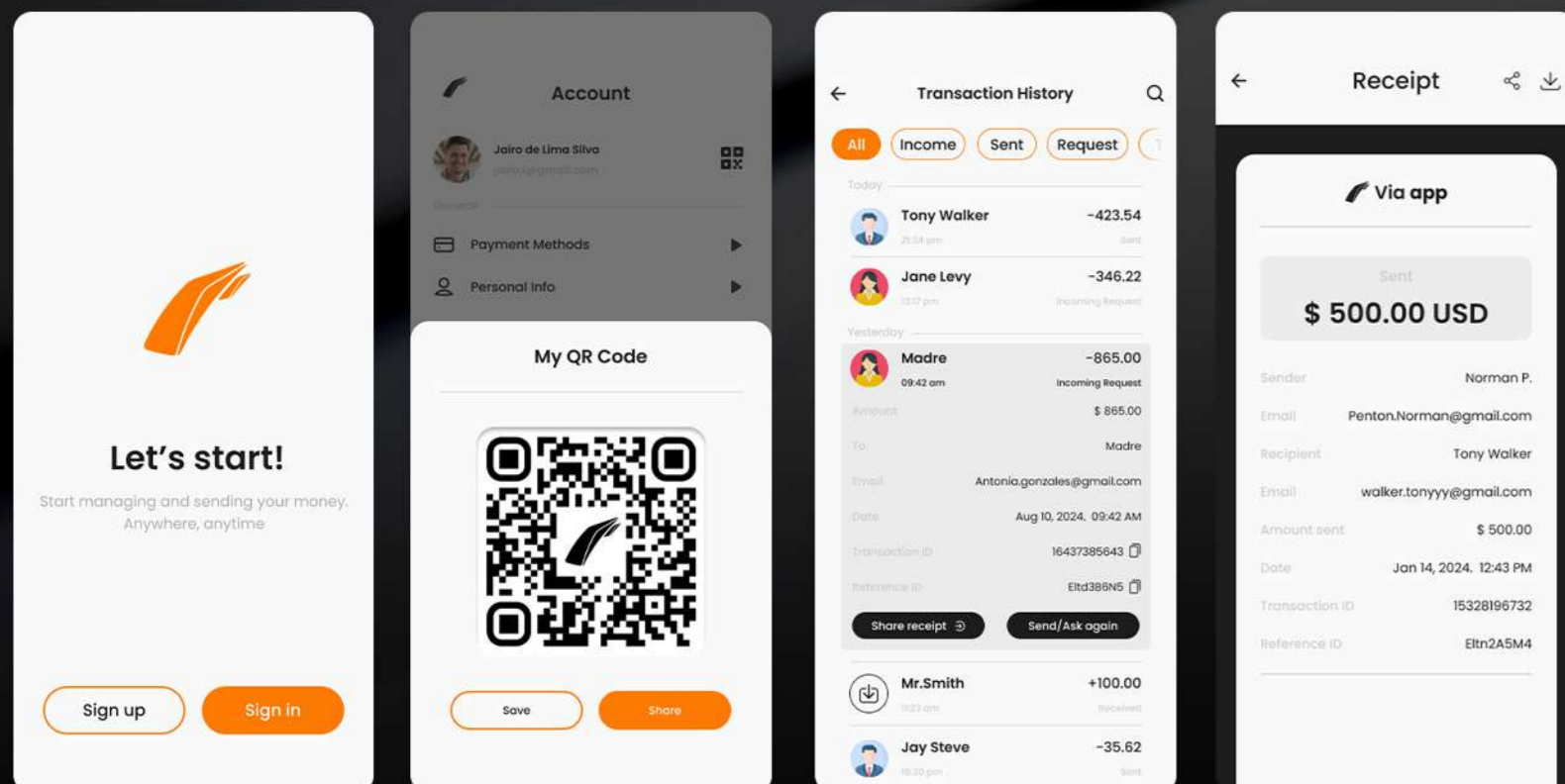
please wait for our contact to pick it up at your nearest Agency!



BOOSTING TRANSFERS FROM EVERYWHERE

To extend the company's digital **influence**, I designed a comprehensive mobile application prototype to lay the foundation for **seamless** development by the engineering team. The user interface and experience (UI/UX) map out a fully functioning money transfer platform.

This would provide clients with the necessary **convenience** to execute secure, effortless transfers at any time, from everywhere.



FROM CONCEPT TO PROTOTYPE

To convey the **portability** and **easiness** of a money transfer system, I followed a full money transfer **digital structuring**, bringing all of the commodities necessary for a simple, yet complete transfer **experience**, with features such as:

- Bank-like management dashboard
- Document scanning
- Identity proofing
- Transaction history
- Contacts page for sendings and receivings
- Top up/ Withdrawal feature
- Multi Payment method selection
- Digital operation receipt
- Shareable Digital, Personal QR CODE

VIA EXPRESS
DIGITAL COLOR SCHEME

Light Mode

Brand Colors

- Primary: #F7A050
- Secondary: #D9D9D9
- Tertiary: #F7C47C
- Alternate: #379CB3

Utility Colors

- Tertiary text: #A9A9A9
- Primary text: #D9D9D9
- Secondary text: #F9F9F9
- Primary backg: #F9F9F9
- Secondary backg: #D9D9D9

Accent Colors

- Accent 1: #E6E6E6
- Accent 2: #B8B8B8
- Accent 3: #D4D4D4
- Accent 4: #A9A9A9

Semantic Colors

- Success: #28C85F
- Error: #F06292
- Warning: #FFC107
- Info: #D9EAD3

Dark Mode

Brand Colors

- Primary: #F7A050
- Secondary: #D9D9D9
- Tertiary: #F7C47C
- Alternate: #228B8B

Utility Colors

- Primary text: #F9F9F9
- Secondary text: #D9D9D9
- Primary backg: #D9D9D9
- Secondary backg: #F9F9F9

Accent Colors

- Accent 1: #E6E6E6
- Accent 2: #B8B8B8
- Accent 3: #D4D4D4
- Accent 4: #778899

Semantic Colors

- Success: #28C85F
- Error: #F06292
- Warning: #FFC107
- Info: #D9EAD3

Typography

Poppins

HEY WORLD

HEY WORLD

HEY WORLD

Success!

Fail!

26 Apr. - Last Payment!

Transaction History

Today

- Tony Walker +500.54
- Jane Levy -346.22
- Madre -865.00

Proof of your identity

National ID Card

Passport

Driver's License

Continue

Receipt

Via app

Sent \$ 500.00 USD

Sender: Norman P. Penton

Recipient: Tony Walker

Amount sent: \$ 500.00

Date: Jan 14, 2024, 12:43 PM

Transaction ID: 15328196732

Reference ID: Eln2A5M4

Welcome back!

Sign In successful!

Redirecting to Homepage...

Withdraw now

Amount to Withdraw: \$ 342.00

Withdraw Destination: VISA **** * 6295

Account

Jairo de Lima Silva

023497090

Jan 2024

GENERAL VIZ DEV

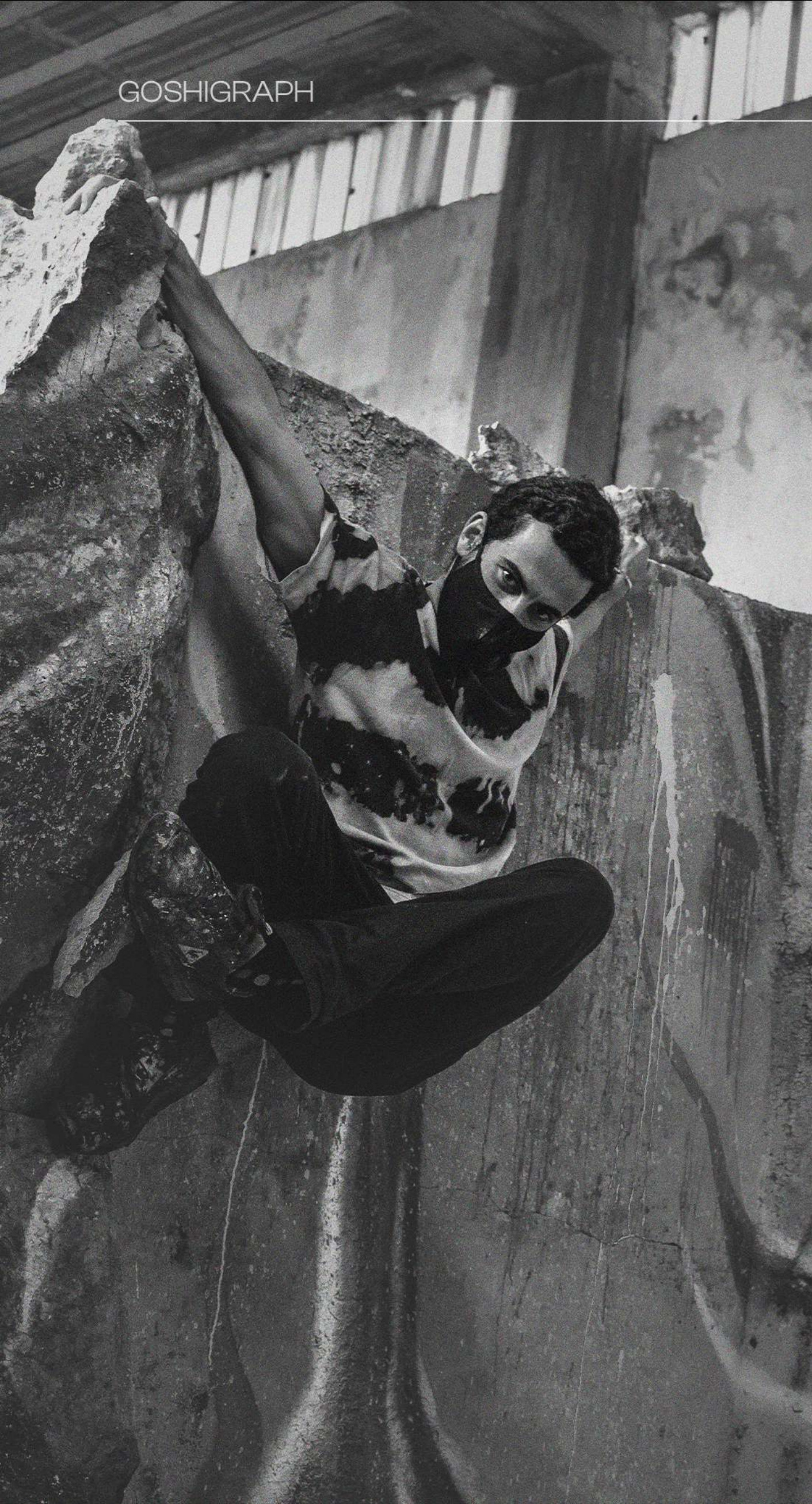
This section unveils a diverse collection of visual assets developed across multiple industries and markets.

Spanning impactful poster design, event visual production, and professional photography, this curated showcase highlights my ability to translate narratives into tailored physical and digital mediums.

Content List

- Photography
- Visual design
- Advertisement

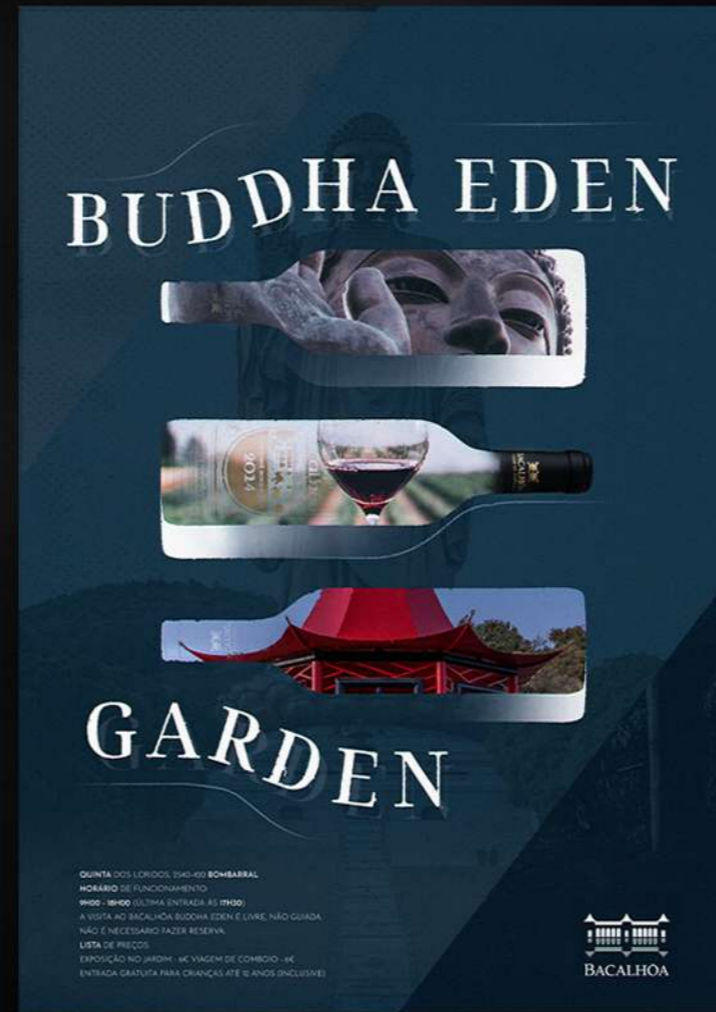




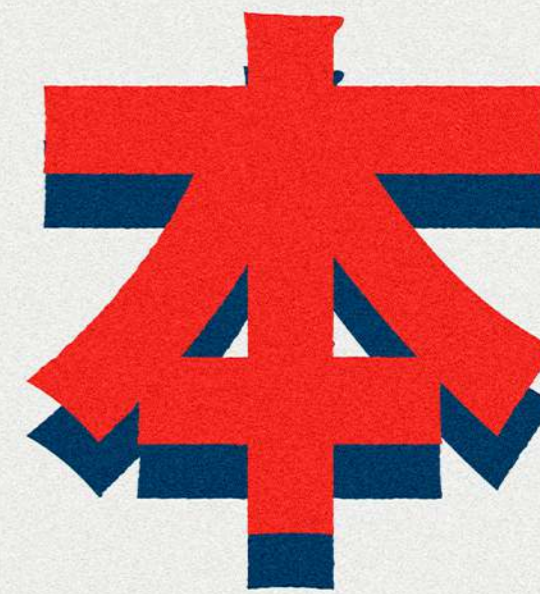
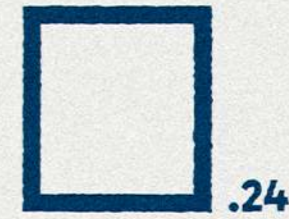
VISUAL DESIGN AESTHETICS

Each design, being posters, stickers, or anything else, is custom-made to fit its specific format and purpose, whether inspiring awe or promoting a fun activity with fellow peers through an app.

A JOGAR SOZINHO?



FESTA DO:



JARDIM VASCO DA GAMA/ ..BELEM

ENTRADA
GRATUITA
22 JUN.24
14H:22H

JARDIM VASCO DA GAMA/ ..BELEM