
André Pessoa de Farias

Interaction & visual designer



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compound.es

Personal information

Nationalities

Brasilian and Spanish

Born

Rio de Janeiro, 1975

Spoken languages

Portuguese, French, Spanish, Catalan, English and German

Personal motivations

Seeking clarity and building empathy to inspire people. I believe in the power of design and a human-centered approach to achieve meaningful change.

Partnering closely with organizations and institutions in an open and creative process, understanding their objectives, detecting opportunities, seeking clarity and building empathy to inspire people.

With more than 20 years of international experience in different and complementary fields, my work has been recognized by organizations of the design industry such as ADG, ADCE, SND-E among others and Public Institutions such as the Generalitat de Catalunya. Recognitions both at the design level and social impact.

Professional profile

Interaction & visual designer, art director, specializing in information architecture, brand development and educational projects.

Product designer, business facilitator & enthusiast problem solver, works as Independent consultant for Banking institutions, Publishing and Communication groups, Government institutions and the Pharmaceutical Industry.

Bachelor and Master in Design and Multimedia by ENSAV la Cambre in Brussels, manages Compound, located in Barcelona, specializing in complex communication issues, with emphasis on educational, cultural and environmental issues.

He has worked as art director in Cases i Associats Barcelona, taking part in the creation of its digital department, developing projects for mass media companies in Europe and Latin America.

He has been creative director of the cooperative BAOBAB - Communication and Education for Sustainability, and member of the Catalan Society for Environmental Education.

Within Compound, has developed projects for the Brazilian Ministry of Foreign Affairs, Comunidad y el Ayuntamiento de Madrid, l'Institut d'Educació, Generalitat de Catalunya, Ajuntament i Diputació de Barcelona, Disney Iberia, Televisió de Catalunya, Grupo Planeta, Grupo RBA, BBVA Innovation Centre, Roche Diagnostics, Obra Social La Caixa, Museo de Historia de la Ciudad de Barcelona, MNAC Museu Nacional d'Art de Catalunya, Fundació Jaume Bofill, Obra Social Sant Joan de Deu, among others institutions.

He has been a jury member in the Laus Awards ADG-FAD and the Degree Courses of the ENSAV la Cambre in Brussels.

Fields of expertise

Ideation
Strategy
Client interaction
Business understanding
Creative direction
Brand development

Project management
Art direction
User experience
User Interface design
Mobile Apps & Multiplatforms

Human centered design
Human factors
Information architecture
Persona profile & scenarios
Design system

Visual design
Data Visualization
Corporate identity
Presentation design
Storytelling
Gamification

Software

Design

Adobe Illustrator
Adobe Photoshop
Adobe Indesign

Prototyping & wireframing

Adobe XD
Sketch
Principle
Proto.io
Balsamiq

Presentation design

Apple Keynote
Microsoft Powerpoint

Video & Motion Graphics

Adobe After Effects
Adobe Premiere
Final Cut

Selected clients

Public bodies

Generalitat de Catalunya (Autonomous Government of Catalonia)
Department of the Environment of the Generalitat de Catalunya
Barcelona Regional Council
ICUB, Barcelona Institute of Culture
Spanish Ministry of the Environment
Community of Madrid
Madrid City Council
Community of Madrid Libraries
Itamaraty, Brazilian Ministry of Foreign Affairs
BTC, Belgian Development Cooperation Agency
Barcelona City Council
Castelldefels Town Council
Lleida City Council
Manlleu Town Council
Mataró City Council
Palamós Town Council
Sabadell City Council
Santa Coloma de Gramanet Town Council
Tarragona City Council
Terrassa City Council

Culture

Grupo Planeta
Grupo RBA
Random House Mondadori
Disney Iberia
Editorial Parramón
Monzenstein & Vanerdat Verlag
Editorial Casals
Grup Cultura 03
La Vanguardia Ediciones
Grupo Cofina, Portugal
Impremedia Group, USA
MHCB, Museum of the History of Barcelona
MAC, Archaeological Museum of Catalonia
MNAC, National Art Museum of Catalonia

Education

Department of Education of the Generalitat de Catalunya
Barcelona Municipal Institute of Education
Education Consortium of Barcelona
Agenda 21 Escolar, Barcelona City Council
L'Auditori Education Service

Non-profit

Obra Social La Caixa
Fundació Sant Joan de Déu
Fundación Josep Carreras
Fundació Jaume Bofill
Fundación ECOM
Intermon Oxfam
UNESCO Chair of Visual Health and Development
Acció Natura
SPRJ, Rio de Janeiro Psychoanalytic Society
GASI, Group Analytic Society International
ODG, Observatory on Debt in Globalisation
Photographic Social Vision
Fundació Pi i Sunyer
SCEA, Catalan Society of Environmental Education

Healthcare

Roche Diagnostics
Grupo Pericentrum

Audiovisual

TV3 Televisió de Catalunya
Canal Super3
Triacom

Lyfestyle

Grupo Damm

Fashion & retail

Kaotiko Bcn

Banking

BBVA Innovation Centre

Technology

Telefonica Alpha

Services

Procter & Gamble Spain
Acciona

Industries

Banking
Culture
Education

Healthcare
Lyfestyle
Mass media

Non-profit
Public & Government
Services

Sustainability
Technology

Work experience

2008 to present	Founder & Design director Compound, transformation by design Barcelona, Spain
2017 to present	Partner & Creative director Capstone Creative Spain Madrid, Spain
2014	Usability & UX Professor UB Universitat de Barcelona Barcelona, Spain
2005 to 2008	Co Founder, Art director and studio manager Estudio Pecas: Fábrica de ideas para niños Barcelona, Spain
1999 to 2004	Product designer & Senior design consultant Cases i Associats - Sol361 Barcelona, Spain
1998	Art director DDB Brussels Brussels, Belgium

Studies

	ENSAV. École Nationale Supérieure des Arts Visuels de la Cambre Brussels, Belgium
1997 > 1999	Master Graphic & Multimedia Design, Magna cum laude
1993 > 1996	Bachelor Industrial Design + Graphic & Multimedia Design, Magna cum laude
	Institut Technique Secondaire Sainte Marie Brussels, Belgium
1990 > 1992	Technique de Transicion Fine and applied arts
	Espaço Educação + Colégio Andrews Rio de Janeiro, Brazil
1978 > 1989	Primaria y secundaria Montesori and traditional education

Major recognitions

Best education portal

SIMO - Learning Technology Exhibition organized by IFEMA
2014

Grand Laus & Gold Laus Web & digital media

ADG FAD - Association of Graphic Designers and Art Directors
2010

ADCE awards Web and alternative use of media

ADCE - Art Directors Club of Europe
2010

15 Premi Civisme

Generalitat de Catalunya
2010

Premio Romper Barreras Finalist

Toshiba, Intel y Microsoft
2010

Junceda finalist for non-fictional children books

APIC - The Professional Association of Illustrators of Catalonia
2008

Junceda award for non-fictional children books

APIC - The Professional Association of Illustrators of Catalonia
2007

12 Premi Civisme

Generalitat de Catalunya
2007

Broze Laus Web & digital media

ADG FAD - Association of Graphic Designers and Art Directors
2007

Silver Laus Web & digital media

ADG FAD - Association of Graphic Designers and Art Directors
2004

ADCE awards Web and alternative use of media

ADCE - Art Directors Club of Europe
2004

Möbius Prize Finalist

Prix Möbius International des Multimédias
2004

Premio Möbius Barcelona Multimedia

UAB - Universidad Autónoma de Barcelona + Prix Möbius
International des Multimédias
2004

Malofiej Special Mention

SND-E - The Society for News Design
2004

Silver Laus Web & digital media

ADG FAD - Association of Graphic Designers and Art Directors
2004

E-ambassadors Scholarship

Microsoft & Central Saint Martins College of Art & Design
2003