

TIAGO FILIPE RAMOS ALEIXO

Illustrator | Concept Artist | Character Designer

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PROFESSIONAL EXPERIENCE

Creative Director & Digital Artist

Freelance

Feb 2014–Ongoing (Jan 2025) Portugal

- Illustration & Character Design:** Creating illustrations and characters for merchandise, including apparel, posters, and books.
- Social Media Campaigns:** Conceptualizing campaigns and creating content (e.g. illustrations and infographics) for social platforms using analytics to refine strategies.
- Mentorship:** Teaching Adobe Photoshop classes, empowering students with technical skills and guiding them in aligning their artistic strategies with branding objectives.

Project Manager & Social Media Manager

Heritage Bed & Breakfast & Wine Brand

Jul 2023 - Feb 2024 Portugal

- Managed Operations:** Oversaw daily operations and on-site activities for a luxury Bed & Breakfast and wine brand, ensuring smooth workflows.
- Social Media Strategy:** Designed and executed campaigns with engaging photo and video content to attract diverse audiences.
- Content Creation:** Produced promotional materials, including video editing and photography, to enhance brand storytelling.
- Performance Optimization:** Tracked analytics to refine strategies and boost reach and engagement.

Fine Artist & Exhibiting Creator

Freelance

Jan 2023 - Dec 2023 Portugal

- Art Sales:** Sold 25+ original artworks to collectors worldwide, gaining recognition for unique artistic style.
- Exhibitions:** Showcased work at major festivals and exhibitions, earning acclaim for innovative techniques and storytelling.

Capsule Collection Artist & Brand Ambassador

Artistic Gorilla

Jun 2022 - Aug 2022 United States of America

- Capsule Collection & Campaigns:** Designed a three-piece clothing collection featuring original illustrations and participated in an artist interview, boosting brand visibility and engagement.
- Brand Alignment & Audience Engagement:** Created designs adhering to brand guidelines while supporting independent artists, increasing interaction and awareness.

PHILOSOPHY OF LIFE

"No matter how hard life gets, I keep pushing forward, adapting, and turning challenges into opportunities to grow."

PROUD OF



Fulfilling a Major Milestone:

Securing my first official contract job with **Adobe**, a significant goal I set when I began my digital art career.



Showcasing Artwork:

Having my artwork showcased at national and international events, along with winning competitions, reflects my dedication and passion for the craft.

EDUCATION

Cinematic Design: From Idea to Finished Concept Art

Walid Feghali

2021 Online

Concept Art Essentials: Digital Painting From Scratch

Kemane Ba

2020 Online

Concept Art Masterclass: Create Conceptual Art from Scratch

Kemane Ba

2019 Online

The Ultimate Drawing Course: Beginner to Advanced

Jaysen Batchelor

2018 Online

Styling & Fashion Production

Pulp Fashion School

2012–2013 Lisbon, Portugal

High School Diploma in Visual Arts

Escola Secundária Henriques Nogueira

2011–2012 Torres Vedras, Portugal

PROFESSIONAL EXPERIENCE

Product Review Specialist & Digital Campaign Artist

ViewSonic ColorPro

📅 Jul 2021 - July 2022

📍 United States of America

- **Product Testing & Campaign Content:** Reviewed and tested monitors for two campaigns: VP2468a and VP2785-2K. Created promotional materials, including artwork, video reviews, and unboxing videos, shared across ViewSonic's social platforms.
- **Visual Storytelling & Brand Alignment:** Produced content tailored to each campaign, emphasizing professional-grade color accuracy and artistic excellence, resonating with creative audiences and reinforcing the ColorPro brand.

Social Media Campaign Specialist & Digital Artist

Shenzhen Huion Animation Technology Co., Ltd.

📅 Nov 2020 - Aug 2021

📍 China

- **Campaign Creation & Product Testing:** Designed and executed three product campaigns (Kamvas 22 Plus, KD200, Giano Tablet), producing video tutorials, original artwork, and promotional materials that boosted audience engagement and sales.
- **Social Media Event Campaigns:** Managed two social media campaigns, including a giveaway with over 200 entries, to drive brand awareness and strengthen community engagement.
- **Content Development & Brand Alignment:** Created tailored content for Huion's platforms, highlighting product features and aligning visuals with the brand's identity.

Creative Content Specialist & Digital Art Educator

Adobe Inc.

📅 Apr 2021 - June 2021

📍 United States of America

- **Concept Development & Execution:** Created original artwork for a digital art class, showcasing advanced techniques with Adobe's tools, featured in promotional materials to engage a global audience.
- **Educational Content Creation:** Taught a step-by-step digital art masterclass for artists of all skill levels, enhancing Adobe's reputation in creative education.
- **Cross-Platform Social Media Strategy:** Repurposed class content into a multi-format social media campaign for Instagram, Twitter, and YouTube, using short videos and engaging posts to boost audience interaction and reach.

LANGUAGES

English

Portuguese



STRENGTHS

Concept Art

Digital Illustration

Character Design

Photo Manipulation

Campaign Management

Content Creation

Analytics Optimization

Brand Development

Creative Direction

Project Management

On-Site Coordination

Video Editing

Photo Editing

Entrepreneurial Spirit

Hard Working