IARA TAVARES

ART DIRECTOR

CONTACT

iaratavares.p.08@gmail.com

(+351) 935596462

Behance: Iara Tavares

Linkedln: iara-tavares08

https://iaratavares-artdirector.com/

LANGUAGES

Portuguese - Native

English - B2

French - A2

TOOLS

Photoshop
Illustrator
InDesign
Photography
Figma
After Effects
HTML/CSS

AWARDS

D&AD - NEW BLOOD (WOOD PENCIL)

Project: 100% Human Rights
Briefing: Google Fonts & HMCT

ABOUT ME

I'm lara, an Art Director and Visual Designer who creates where emotion meets intention.

My work is rooted in moments that stay with us—a lyric, a film frame, a passing thought. I'm a young mind with an old soul, shaped by timeless references that bring a classic sensibility to my work, while keeping it fresh and contemporary.

I blend intuitive storytelling with strategic design. Every project is driven by meaning and shaped with clarity, precision, and purpose. I believe design should not only be seen—it should be felt, remembered, and understood.

Brands I've had the privilege of collaborating with:

GMA Creative Firm - Magnezero | Lusiaves | AVK

VML - FIFA (Yalla Vamos)

Leonor Bettencourt Loureiro - El Corte Inglés | LU.CA (Teatro Luís de Camões)

Grand Union - Sagres | Galo | Yorn | MotelX

EXPERIENCE

GMA CREATIVE FIRM — ART DIRECTOR

2024 - Present | Portugal

- · Led creative direction for brand identities and integrated campaigns.
- Developed visual strategies across web, social media and print.
- Collaborated directly with clients to create solutions tailored to target audiences.
- Notable projects: Magnezero rebranding, AVK website, Lusiaves 10K campaign.

VML PORTUGAL — JUNIOR ART DIRECTOR & DESIGNER (INTERNSHIP)



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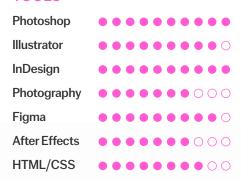
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DISNEYLAND PARIS — CAST MEMBER (LEGENDS OF HOLLYWOOD STORE)

2022 - 2023 | France

- Provided customer service in a high-pressure, multilingual environment.
- Promoted to Duty within the store.
- Recognised as top salesperson of the month.

DISNEY STORE PORTUGAL — CAST MEMBER

2020 - 2021 | Portugal

- Balanced work with Design studies.
- Edited visuals to align with FIFA's brand and maximise engagement.
- Awarded "Employee of the Month" for outstanding performance.

LEONOR BETTENCOURT LOUREIRO — WEB DESIGNER & VIDEO EDITOR (INTERNSHIP)

2019 | Portugal

- Built personal portfolio website (HTML/CSS) with interactive elements.
- Edited theatre performance videos and children's manifesto.

GRAND UNION — PHOTO EDITOR (INTERNSHIP)

2017 | Portugal

- Edited images for brand consistency and engagement.
- Designed layouts and adjusted visual identity for each campaign.

FOTOALVA - PHOTO EDITOR & POST-PRODUCER

2016 Portugal

- Created visual assets for social media.
- Assisted in-studio with lighting and direction.

EXPERIENCE BACHELOR'S DEGREE IN GRAPHIC DESIGN ETIC – Escola de Tecnologias Inovação e Criação · 2021–2022 HND – GRAPHIC DESIGN & MULTIMEDIA ETIC – Escola de Tecnologias Inovação e Criação · 2019–2021 PROFESSIONAL COURSE – MULTIMEDIA (LEVEL 4) Escola Profissional de Imagem · 2016–2019