

# IARA TAVARES

## ART DIRECTOR

### CONTACT

iaratavares.p.08@gmail.com  
(+351) 935596462  
Behance: Iara Tavares  
LinkedIn: 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 Iara, 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

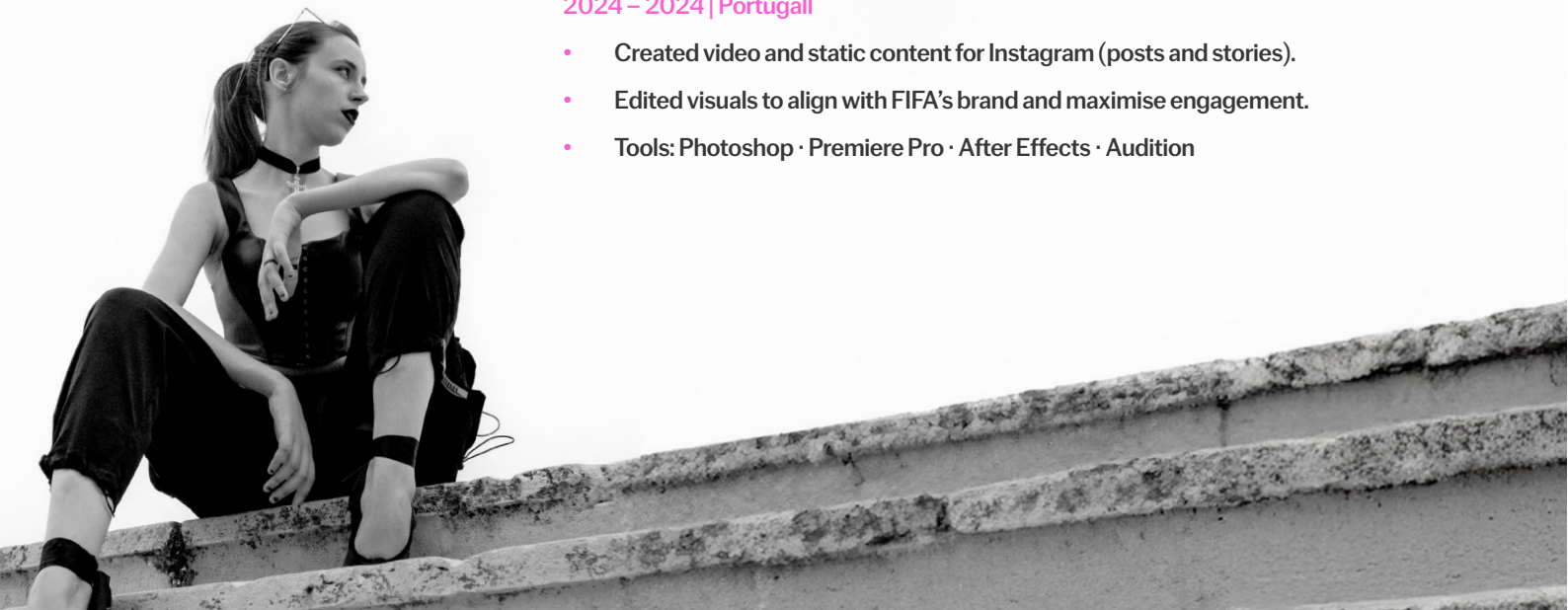
2024 – Present | Portugal

- 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)

2024 – 2024 | Portugal

- Created video and static content for Instagram (posts and stories).
- Edited visuals to align with FIFA's brand and maximise engagement.
- Tools: Photoshop · Premiere Pro · After Effects · Audition



## CONTACT

<https://iaratavares-artdirector.com/>

French - A2

HTML/CSS ● ● ● ● ● ● ● ● ○ ○

## Briefing: Google Fonts & HMCT

## Escola Profissional de Imagem · 2016–2019

