

# 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	●●●●●●●●●●○●○

Hi, I'm Iara, an art director passionate about blending creativity, emotion, and logic to craft impactful, meaningful designs. I thrive at the intersection of storytelling and precision, bringing together the emotional spark of a moment with the structure and clarity of well-thought-out design principles.

On the emotional side, my work is inspired by life's fleeting moments—whether it's a song that resonates, a film scene that stays with you, or a burst of inspiration from everyday life. These experiences shape my creative process, where intuition guides the way, and every detail, no matter how small, carries meaning. I believe great design is more than just visual appeal—it's about connecting with people, telling stories, and sparking emotions that last.

On the rational side, I bring structure, precision, and efficiency to every project. I approach my work with clarity and professionalism, ensuring that every detail aligns with the bigger picture. My methodical process is driven by a deep respect for design principles and a commitment to delivering results that are not only visually stunning but also strategically sound and impactful.

Whether it's crafting emotionally resonant visuals or creating strategic solutions, I bring a perfect balance of creativity and logic to each project, always with a focus on making design transcend the screen and resonate with the audience.

Brands I've had the privilege of collaborating with:  
GMA Creative Firm - Magnezero/ Lusiaves / AVK  
VML - FIFA  
Leonor Bettencourt Loureiro - El Corte Ingles / LU.CA (museum)  
Grand Union - Sagres / Galo / Yorn / MotelX





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InDesign ●●●●●●●●●●●●●●●●

Photography ●●●●●●●●●●○○○

Figma ●●●●●●●●●●●●●○

After Effects ●●●●●●●●●○○○

HTML/CSS ●●●●●●●●●●○○○

### EDUCATION

Bachelor's Degree 2021/22

Graphic Design

Escola de Tecnologias Inovação e Criação

HND - Higher National Diploma 2019/21

Graphic Design and Multimedia

Escola de Tecnologias Inovação e Criação

Professional Course - Level 4 2016/19

Multimedia

Escola Profissional de Imagem

### AWARDS

D&AD - New Blood 2022

Briefing: Google Fonts & HMCT

Project: 100% Human Rights

Award: Wood Pencil

### EXPERIENCE

GMA Creative Firm 2025

Art Director

VML - Internship 2024

Junior Art Director & Junior Designer

Disneyland Paris 2022/24

Customer Service

Leonor Bettencourt Loureiro - Internship 2019

Web Designer - Video Editor - Post-Production - Production Assistant

Grand Union - Internship 2017

