



INÊS AYER

DESIGNER & CREATIVE DIRECTOR

A humanist designer at heart with 6+ years of experience and a 360° approach to problem solving. Using design as a society shifter, through visual identity, concept and community. From Azores, Portugal and currently based in NY.

DOB 12/31/1994

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SKILLS

Problem Solving in Business and Creative /
Strong Organizational Skills / Copywriting
& Naming / Strategy & Innovation /
Leadership & Management / Creative
Concept Building / Design & Critical
Thinking / Bias for Action / Public
Speaking / Storytelling / Empathy /
Research / Branding / Art Direction /
Graphic Design / UX&UI Design / Figma /
Adobe Creative Suite / Microsoft Office /
Google Suite / Keynote

HONOR & AWARDS

2023 | Paul Rand Award
for Venture Development

2022 | Hack For Good With Girls In
Tech Columbia Business School &
Justice Center

1st Prize Team Winner

2021 | Wix Playground Academy
Europe Online Edition

2019-2021 | Young Lions Portugal
Silver Design Category,
Two Times Winner

2019-2020 | Off Academy
Mentorship Powered By Adobe
With Vasava Studio

Graphic Power Project Winner

2018 | ADCE Festival
High Potentials

Portugal Representative

2018 | Decoding European
Creative Skills
At Elisava Barcelona

Selected Project

2017 | The Dots Portfolio
Masterclass at Pentagram London
With Google Creative Lab

Selected Portfolio

2016 | Young Lions Portugal
Roger Hatchuel Academy

School Representative

2012-2015 | Junges Orchester
Deutsch-französisch-ungarische
Philharmonie & Gulbenkian Youth
Orchestra 1° Edition

Violinist And Orchestra Player

WORK EXPERIENCE

Senior Designer
Pentagram - New York, U.S
June 2023 to Present

Founder & Creative Director
Studio Ayer - Worldwide
July 2019 to Present

- Operated with 12 countries in Europe, Asia and the Americas
- Oversaw 80+ projects and counting
- Led the rebrand of one of Portugal's biggest universities, Iscte
- Directed and inspired diverse stakeholders, creative and technical teams
- Wide-ranging projects, from culture, fintech, business & hospitality, f&b, health and services
- Supervised projects from end to end, since the inception strategy to final development
- Collaborated with design agencies such as Fuel Lisbon at Havas Group, Afton Klein Group, Win Brands and With Company

Co-Host
The Design Kids - Lisbon, PT
Sept 2019 to May 2020

- Launched The Design Kids in Lisbon
- Sold out every event
- Planned events, workshops and portfolio reviews for the design community
- Featured notable speakers + studios: Ksenya Samarskaya + Bürocratit + Silvadesigners
- Grew to a 2K strong community

Freelancer
Unlock Brands - Lisbon, PT
Aug 2019 to Oct 2019

- Collaborated in creating guidelines and creative concepts for FIFA World Cup Qatar 22
 - Worked on large-scale international branding projects in a collaborative and creative environment
- Clients: FIFA World Cup, FIBA, Tokyo Olympics 2020 and Francisco Manuel dos Santos Foundation

Junior Designer + Art Director
NOSSA™ - Lisbon, PT
Feb 2018 to Aug 2019

- Worked in a multidisciplinary creative team of 25 people from strategy to design and advertising
 - Won 2 pitch competitions, developing and iterating diverse concepts
- Clients: Microsoft, Carlsberg, Somersby, SANA Hotels, Audi, Huawei and Vanguard Properties

Remote Freelancer
by north - Bødo, NO

Feb 2018 to July 2018

- Supported on remote projects, creating on the go visuals and concepts

Design Intern
Superunion - Berlin, DE
Apr 2017 to Oct 2017

- Developed design concepts for national & international brands
 - Worked independently on creative assignments • Research for market and competitor audits
- Clients: Campari Group, KPMG and Sanofi

FELLOWSHIPS & MENTORSHIPS

WEF (2023-Present)

World Economic Forum
Global Shaper at Lisbon Hub

Próxima Geração (2022-Present)

Member & Mentor

RSA (2021-Present)

Fellow & Speaker

The Index Project (2022-2023)

Design Spotter

AIGA (2022-2023)

Design Mentor for Parsons BA Student

TALKS & FEATURES

Creativity in the Workplace

RSA Scotland + RSA US

Apanhados na Rede

RDP International

MAD Design Week

Faculty of Architecture, ULisboa

Design 20x20

Talkdesk

The struggle of a graphic designer

Lodesigns Apple podcast

D'education

@ux.tejj

VOLUNTEER

2017

English Teacher & Educator

DaLaa - International Volunteers
for Social Development Association
in Thailand

2017

Designer

Doctors of the World

2013-2014

Architecture Tour Guide

Lisbon Architecture Triennale

2013

Staff Research & Archive

Azorean Emigration Museum

LANGUAGES

Portuguese

Native Proficiency

English

Full Professional Proficiency

Spanish, French & German

Limited working proficiency

INTERESTS

Advocacy / Music / Cooking /
Sustainability / Literature / Culture

Designer

TVM Designers - Lisbon, PT

Nov 2016 to Mar 2017

- Performed a direct to client creative concept building
 - Set the tone and identity for the 25TH of April, Portuguese Freedom Day in 2017
 - Streamlined closely with a team of 3 designers
- Clients: Calouste Gulbenkian Foundation, Portuguese Republic Assembly, Pasta do Dia and Católica Lisbon University.

Exhibition Designer

FBAUL 16' - Lisbon, PT

May 2016 to Nov 2016

- Selected among a class of 30+ students to integrate a team of 8 people
- Created the concept for 2 exhibition spaces at Fabrica Features Lisboa and FBAUL
- Curated content and developed visuals for promoting the event

Cultural Assistant

Calouste Gulbenkian Foundation - Lisbon, PT

Oct 2014 to Apr 2017

- Provided logistical support for events from the Music Service (concerts and operas) and other cultural departments (conferences, symposiums, charities, book releases, etc)
- Validated tickets & helping the audience find their seats
- Sold programs at the counter at the entrance

EDUCATION

MDDI Design for Distributed Innovation

FAB Academy & Institute of Advanced Architecture (IAAC)

Sept 2022 to July 2023

- Built technology competences in digital fabrication, bio-materials, bio-sensors and blockchain
- Created in a distributed design environment with new economies and co-creation methodologies
- Developing online remote prototypes together with colleagues from India, Sweden and the US

MFA in Design Entrepreneurship

School of Visual Arts NYC (SVA)

Sept 2021 to May 2023

- Collaborated with the Communications team from United Nations Development Coordination Office
- Remotely worked for Hatch an IoT wellness startup and Petit Pli a material innovation company
- Conducted independent local research about neonatal mortality in hospitals and maternities in Nampula, Mozambique for master thesis Aliquoti, a device and digital app that tracks baby's and mothers blood pressure, temperature, and activity in a non invasive, affordable, and empowering way.
- Was awarded with the Paul Rand Venture Award and Hack4Good at Columbia and Girls in Tech
- Worked closely with advisors from Stanford Bio Design, IDEO and Harvard Medical School

Postgraduate in Applied Management

NOVA School of Business and Economics Lisbon (NOVA SBE)

Oct 2020 to May 2021

- Developed management skills in finance, economy, data, operations, marketing, people and strategy
- Scored 17 out of 20

Online Service Design Short Course

London College of Communication (LCC)

Oct 2020 to Dec 2020

- Approached essential methods such as customer journey mapping
- Learned to conduct design research, ideation and prototyping for designing services

BA Communication Design

Faculty of Fine Arts University of Lisbon (FBAUL)

Sept 2013 to May 2016

- Ranked top of the class
- Shaped a wide range of projects from conceptualization to branding, packaging and UX&UI
- Selected as a representative of the university at the Young Lions Portugal Roger Hatchuel Academy