

SUMMARY

I'm José Luis Andrade and I currently have two main projects ongoing, restructuring the visual image and work methodology of the first online only newspaper in Portugal: "Setubal na Rede", and the creative direction of a new wines, beers and spirits cash and carry. In both cases I'm also training other people to develop content and manage its presence on all platforms.

Background:

After several years working in visual communication fields I moved to a more academic environment for a master's degree in new media and web. From there I followed to a doctorate in digital media, where I'm right now, writing my thesis in the area of visual rhetoric and its influence in salience of topics on the audience agenda.

I've always held a diversity of interests including water sports, magic and more recently politics, as an elected member of my hometown Municipal Assembly. I have several awards in photography and design and I was an entrepreneur for 7 years with a startup in the visual communication field.

WORK EXPERIENCE

Director - Setúbal na Rede - communications and multimedia, Lda.
Since 2014

Teacher/trainer in vocational education and professional qualification - public and private institutions
Since 1998

Photography – 235 h; Video – 53 h; Design – 160 h; Web – 510 h; Technology – 500 h; Digital marketing – 193 h; Microsoft Office – 310 h.

AV and multimedia Specialist - Polytechnic Institute of Setúbal
2007 to 2013

- Implemented a new Digital Signage system.
- Managed the video studio, darkroom and multimedia room.
- Identified and solved a strategy problem in the way the AV sector was perceived.
- Designed and implemented new studio lighting.
- Supported visual communication classes.
- Maximized communication design and visual strategy plan.

Digital Media Officer - Sado 2000 – Communication and Audiovisual, SA.
2008 to 2010

- Developed and implemented the company's social media strategy.
- Created greater synergy between usability and developing working with both teams.
- Consulting for Internet development.
- Produced innovative digital content (interactive HTML 5 media frameworks).
- Supporting the Director of Communications.
- Adviser for information and news portals.

Art director - DD&MP – Advertising, Lda.

2007

- Project Management, heading the release of products like a flower festival communication and a shopping centre visual identity.
- Made feature pieces for print advertising, brand development and urban events.

Managing partner - Existenz – image and communication, Lda.

2001 to 2007

- Operations management and development for the strategic planning of marketing and people.
- Worked as executive coordinator in 3 electoral campaigns with an average 22.16% gain in votes.
- Creation, maintenance and technical consulting for websites, with a usual 50 000 visits.
- Advertising and Press Photography.
- Deploy of visual marketing through developmental research on the food industry.
- Consultancy in digital communication and visual rhetoric for businesses and tech projects.
- Two years working in a social impact project for Angola, requiring extensive investigations of education methodology to compile dozens of manuals for the next generation of teachers.
- Been praised by 42 customers and criticized by one.

Creative and graphic designer - Polytechnic Institute of Setúbal

1997 to 2001

- Creation and implementation of graphic and communication design.
- Typesetting and layout of various publications.
- Production of (more or less): 67 Posters; 51 Print ads; 36 Logos and stationary; 28 magazines; 19 books; 16 outdoors...

Audio visual technician and technical management of multimedia workroom - Setubal School of Education

1993 to 1996

- Tested and prepared the audiovisual material that equipped the studio Pedagogical Institute of the City of Praia, Republic of Cape Verde.
- Supported video, audio and photography classes and presentations.
- Creation and post-production of video, multimedia and digital image.
- Studio Photography and video record of events.

EDUCATION AND TRAINING

2016 (expected) NQF 8	PhD in Digital Media UT Austin Portugal Program	2014 NQF 4	Usability and User-Centered Design UT Austin - Portugal Digital Media Summer Institute
2014 NQF 3	Social Media for Scientists NOVA Doctoral School	2013 NQF 4	Entrepreneurial Journalism UT Austin - Portugal Digital Media Summer Institute

2013 NQF 4	Human-Computer Interaction and Interactive Media UT Austin - Portugal Digital Media Summer Institute	From 2010 to 2012 NQF 7	Master in New Media and Web Dissertation: Characteristics and implications of audiovisual content on the Web FCSH – New University of Lisbon
From 2008 to 2010 NQF 6	Bachelor in Communication Studies Final project: Online social networking in the everyday of future communication professionals Setúbal School of Education	2005 NQF 3	Vocational course in Macromedia Flash A-PR Lda. Lisbon
2004 NQF 3	Digital photography from Nikon IDEP – Escuela de Imagen e Diseño de Barcelona	2003 NQF 3	General course on Intellectual Property World Intellectual Property Organization
From 1999 to 2001 NQF 6	Bachelor in Translation – English and French Setúbal School of Education	2001 NQF 2	Vocational course in photography Popular University Bento de Jesus Caraça
1999 NQF 5	Teaching Skills Certificate (CCP) in Marketing and business communication Inis S.A.	1992 NQF 3	Tourist animation AERSET – Business Association of Setúbal

OTHER SKILLS


Language(s)	Natural Portuguese, fluent English, basic French, comprehends Spanish and have notions of Italian and German. Working knowledge of HTML and CSS, notions of JavaScript, PHP, MySQL and Processing.
Social skills	<ul style="list-style-type: none"> Was an elected member in the Municipal Assembly of Setúbal, the deliberative body of local authority that assesses the local government, the assessment and voting of the financial statements, and also votes the approval of the plan options and the proposed annual budget for the city council. Newspaper ombudsman in the online newspaper “Setúbal na Rede” and in the traditional newspaper “Diário da Região”.
Driving license	Category B

- Publications
- Journalist at Diário2.com, collaborative and experimental online newspaper. Some other online and digital experiences. Blogger since 2003.
 - Columnist of opinion in the area of new media and technology at regional "Sem Mais", insert of national newspaper "Expresso".
- Memberships
- Software
- CIMJ - Media & Journalism Research Center – researcher.
Full proficiency in Adobe Suite and other creative software; Microsoft Office; MacOS; Windows; Notions of Linux, iOS, Android and so many others.

PERSONAL INFORMATION

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