Daniel Pera

Product Designer & Art Director at SPAL, Sociedade de Porcelanas de Alcobaça

daniel.jorge.pera@gmail.com
https://www.behance.net/danielpera

My biggest passion is the connection, interaction with the people around me. Is observing this social competence that more makes me evolve and become a better human being. To notice how my passion may intervene in the design and in the "my design" stimulates my creative thinking and process, conceptual and functional.

PROFESSIONAL EXPERIENCE

Alcobaça, Portugal
Jan 2013 – Present

SPAL, Sociedade de Porcelanas de Alcobaça
Creative Director

Creative direction of SPAL Studio, the SPAL design department responsible for design and development of all products made by and for SPAL.

Leiria, Portugal
Aug 2012 – Present

SPAL, Sociedade de Porcelanas de Alcobaça
Product Designer

Porcelain tableware design and development for SPAL brand and for European, Canadian and North-American clients brands.

Aveiro, Portugal
Nov 2011

Daniel Pera
Independent Designer

Aveiro, Portugal
Sep 2009 – Nov 2011

Climar SA
Product designer

As a product designer in Climar SA I had the opportunity to deepen my design knowledge and practices in the middle of industrial and corporate environment. For each design process, I worked exhaustively all the formal and technical aspects of the product, through three-dimensional views and/or experimental models. For all products that I developed for Climar, I was always responsible for performing all the execution drawings directly to the production, conducting all necessary prototypes throughout the process, the final prototypes for clients and direct monitoring of the production of the final product, assembly and packaging. For each product developed by me, I was also always present actively in how each was presented to the market and the specific client.

Aveiro, Portugal
Sep 2009 – Aug 2010

Climar SA
Product designer

Traineeship program carried out under INOVJOVEM as Product designer at Climar Sa.

Lisbon, Portugal
Sep 2008 – Apr 2009

CEDAR
Graphic designer

Responsible for the internal and external graphic image of CEDAR, the Technical University of Lisbon gym center.

AWARDS

2013

DesignandDesign International Awards

Winner with 3 projects presented at the Book of the year'13

2012

DesignandDesign International Awards

Winner with 5 projects presented at the Book of the year'12

Oct 2011

Antarte & LXD'11 Design Challenge

Winner project presented at Lisbon Design Show in FIL

Jul 2009

CIMP Design Challenge

1st place

Apr 2009

Climar Concept Hall 2009

3rd place

Apr 2009

Alstom Design Challenge

Final phase selected project

Sep 2009

Technical University Of Lisbon

Awarded for demonstrating exceptional marks during the Degree of Product Design at Architecture Faculty

PROJECTS

ILUMINA PROJECT
http://ilumina.aeportugal.pt

December 2011 to Present

The "Ilumina Project" is an initiative of the EPA with the support of COMPETE targeted to the Portuguese lighting sector. It is a project aimed at creating a collective strategy in order to reposition the sector in the global market.

The project is geared to promoting the competitiveness of the Enlightenment as a whole, seeking to raise the competitive capacity of SMEs, by their major weakness, but without excluding the involvement of larger companies, without any discriminatory factor, namely the sector.

This project recreates and inspire the connection of the portuguese industries with the strategic vision of design through national designers.

EDUCATION

Lisbon, Portugal
Sep 2004 – Jul 2009

Architecture Faculty | UTL

Design | product specialization

Degree in Design with specialization in Product Design (5 years curriculum)
Final Average | 15 points

Poland

Design Institute Of TU Of Koszalin

Sep 2007 – Jul 2008

Erasmus program

Erasmus Program during the 4th year of the Degree in product Design

TRAINING

Lisbon, Portugal
Feb 2009 – Mar 2009

Odd-School [Vocational Training School]
Web design course [60 hours]

Lisbon, Portugal
May 2009 – Jun 2009

Odd-School [Vocational Training School]
Flash | Action Script 3.0 course [60 hours]

Aveiro, Portugal
May 2011 – Jun 2011

Galileu [Vocational Training School]
SolidWorks course | Productive training [56 hours]

Aveiro, Portugal
Jun 2011 – Jul 2011

HM Consultors
Spanish course | Comercial [50 hours]

LANGUAGES

Spanish (Conversational), **English** (Advanced), **Portuguese** (Native)

SOFTWARE SKILLS

3D Studio Max, Actionscript 3.0, Autocad, Dreamweaver, Flash, HTML, Illustrator, Indesign, Office Excel, Office PowerPoint, Office Word, Photoshop, Rhinoceros, Sketch Up, Solidworks, V-Ray

SOCIAL SKILLS AND COMPETENCES

Self motivation, team spirit and ability to perform several tasks, acquired during the time working in company;
Ability to adapt to different environment and good communications skills, acquired through my experience studying abroad;
Strong sense of responsibility and professionalism gained during my professional experience at Climar by working directly with industry (production), suppliers and clients;
Ability to organize work according to deadlines and goals set by the team, administration board or clients;
Dedication and involvement in my work due to my passion for the design

ADDITIONAL INFORMATION

2011 - Workshop “Strategic product design” led by Enoc Armengol, organized the Architecture Faculty UTL

2005/2007 - Member of the students association of the Architecture Faculty | UTL (AEFA), at the recreative department, between 2005 and 2007;

2007 - Member of the House of Representatives of the Architecture Faculty | UTL;

2006 - Participation in a Project of urban intervention in the streets of Lisbon (Labirinto Dedalus).