

Francisco Modesto

Designer, Animator & Educator

Award-winning designer, 10+ years building brand systems and motion that move people clarity, craft, and measurable impact. Lead Designer at FABAMAQ & Vice Director, Audiovisual Digital Course (IPCA). From Alcanena, Portugal, and currently based in Porto (OPO).

EDUCATION

Master of Multimedia (Culture & Arts)

Faculty of Engineering of U.Porto

Bachelor in Graphic & Multimedia

School Arts & Design, IP.Leiria

HONORS & AWARDS

↗ Silver (Design)

Graphis Design Annual 2026

↗ Finalist (Design)

Young Lions Portugal 2025

↗ Shortlist (Typography)

Communication Arts (2023)

↗ Honorable Mention, Waves of Drawing

His Excellency, the President of the

Portuguese Republic 2017

SKILLS

Proficient in:

Strategic communication design,
Great active listener, Visual storytelling,
AI-enhanced workflows, Decision maker,
Team leadership teamwork, Cross-functional
collaboration, Project leadership,
Problem-solving under pressure

My abilities include:

Project Management, Concept
Development, Strong Visual Culture, Art
Direction, Creative Strategy, AI Integration
in Design, Highly Skilled in Motion Design,
Coding, Prototyping and Print

Tools:

Highly skilled in Adobe Illustrator,
InDesign, Photoshop, After Effects, Red
Giant, Premiere, Figma, Jira, Webflow,
LottieFiles, MidJourney, ChatGPT, MS
PowerPoint, Word and Excel

WORK EXPERIENCE

FABAMAQ — Lead Designer

Aug 2021 • Present

Led global digital product launches and deliver cohesive multi-platform visual narratives with direct report to the Head of Game Art.

Accomplishments:

- Lead Designer for **nine major international product launches**, ensuring visual cohesion across +100 games and platforms.
- Directed **end-to-end communication and product systems** for digital and print deliverables, optimizing storytelling for multiple markets (USA, Mexico, Philippines, Brazil, Spain, Norway, Sweden).
- Drove a **25% increase in team productivity** by implementing efficient design review and AI-assisted production workflows.
- Collaborated closely with product and content teams to translate strategic insights into clear, scalable visual narratives.

Instituto Politécnico Cávado e do Ave — Vice Director AD Course

Jul 2021 • Present

Led directly with the Director the Audiovisual Digital Course, developing curriculum, internships, and mentoring 200+ students to achieve high-impact outcomes in education, design and digital media.

Accomplishments:

- Advanced academic leadership and creative mentorship for 200+ students.
- Co-developed curriculum bridging communication design, motion, and emerging technologies.
- Guiding the new talent into industry creative roles with creative literacy and professional development, for students and teachers.

The Chico • Studio — Freelance Designer

Jul 2014 • Present

Leading multi-scale projects for startups, non-profits, and educational institutions, delivering visual design, strategic brand, and communication design solutions.

Accomplishments:

- Led multidisciplinary projects for campaigns, festivals, and digital products.
- Collaborated with multidisciplinary teams to develop scalable design systems that blend storytelling solutions, visuals design, and motion strategies.
- Achieved industry recognition including institutions like Graphis, Cannes Competitions, Communication Arts Magazine, Abduzeedo, and Adobe features, showcasing creativity and professional excellence.

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SPEAKING & WORKSHOPS

On-Stage Host · Enter The Void
Theater Jordão, Guimarães, 2025

Talk · Fora d'Horas
Faculty Fine Arts, Porto, 2023

Talk · FMQ SUMMIT
FABAMAQ, Porto, 2022

Talk · The Undesirable Uncertainty of Creating
Faculty of Engineering, Porto, 2022

Talk · Start, Pause & Repeat?
School Arts Design, Matosinhos, 2021

An Essay on Creating Mistakes Talk
ESAD; Matosinhos & Caldas da Rainha, 2021

CRITIC & JUDGING

2x Shortlist Jury
Clube Criatividade Portugal

2x Jury Shortcuts
24H Shortcut Films IPCA

ARTICLES & PUBLICATIONS

↗ "Archipelago Dada, A humanist sans serif font for expressive visual composition"
Thesis · Written by César Antunes; Supervised by Pedro Amado, 2020

Invited to creatively evaluate through animation the typography research of Archipelago Dada, created by César Antunes.

↗ "Mobile Bike Sharing: Identification & evaluation of main tools of a mobile app"
Thesis · Written by Francisco Modesto; Supervised by Pedro Amado, 2019

A study aimed at identifying, selecting, and evaluating tools for developing a mobile application supporting a non-profit bike-sharing service in a metropolitan area.

SELECTED PRESS

↗ "The world's finest contemporary design"
Article · Graphis Design Annual 2026

↗ "The finalists for Young Lions Portugal 2025 are now known"
Article · Young Lions Portugal 2025

↗ "Portugal with 23 Distinctions at Graphis Design Annual 2026"
Article · Clube Criatividade Portugal

↗ "Enter The Void Festival Identity — A Bold Visual Language from Portugal"
Article · Abduzeedo

↗ "Os Tangity Young Lions Portugal já têm duplas"
Article · Briefing

↗ Portfolio Review, Vasava Studio
Live Stream · Adobe UK

↗ "Freelancer of the Day CCP by Marketeer"
Interview · Marketeer Magazine

↗ Francisco Modesto: Portuguese design wins awards in New York
Interview · Notícias, University of Porto

↗ Alcanena Designer who shine in New York
Interview · Jornal, O Mirante