

Mario Alcantara

Designer Creative Director Innovation Strategist Placemaker

Branding
Built environment
Business
Social innovation
Culture
Events

About

I am a versatile problem-solver, social and systems-thinker with global project development, consulting and entrepreneurship experience, and passion for the public realm, collaborative design and the pursuit of the new.

My roles and areas of action range from strategic planning, brand building and visual communication to product design, event production, urban development, architectural/ experiential/spatial design, marketing, social innovation strategy, and fundraising with accounts such as Ford Motor Company, the United Nations, Oddbox and Amsterdam Dance Event, as well as projects in health, F&B, arts and culture, fashion, tech and charity.

Be it an analytical, strategic or creative problem, I am ready to contribute to any project or organisation seeking meaningful and purposeful solutions for the world through strategic excellence, disruptive creativity and sustainable positive impact.

Experience

Canco Agency
November 2018 - December 2020
London and Norwich, UK

Graphic Designer
Creative lead

I worked and led the re-brand development and pitching for sustainability accounts such as Oddbox alongside the strategy director and a junior designer. We were tasked with the responsibility of developing a new brand story, identity and subsequent tool-kit, packaging, marketing collaterals as well as application visuals across different channels from web to print.

Egg LDN
January 2019 - January 2020
London, UK

Brand designer
Art director
Event producer

I was in charge of all the graphic production for weekly and yearly campaigns, brand and content of this prominent music venue. The work involved the development, management and creation of all 5 in-house event brands alongside the marketing team, as well as collaborations with ADE, El Row, Tomb Tokyo, Trade, and a variety of the world's leading electronic artists.

Fire Can Burn
December 2020 - Present
Cologne and London

Creative Director
Design lead
Partner

I worked on the brand development for brands within the beauty and tech sectors in France, Brazil and South Korea. The work involved the development of brand systems from naming, strategy, identity, packaging, experience and communications. I led a team of 2 senior designers and an art director.

TRSFMR
February 2020-Present
London and Luanda

Founder
Creative Innovation director
Design lead

As a founder, my role is to oversee the entire operation of this social design and innovation practice. I have managed multi-disciplinary teams of 10+ working across a variety of impact-led projects in branding, placemaking, UX and product design, urban research and strategy, with clients such as Ford, the United Nations and the Luanda City Government.

Education

Architecture BA Hons
School of Architecture & Design
University of Brighton
2014-17

Key skills

Project Management and Talent Acquisition
Problem-Solving & Strategic Communications
Team direction and mentoring
Financial & Business Planning
Negotiation, Pitching and Storytelling
Brand Systems and Visual Communication
Typography, Typesetting and Copywriting
Systems and Design-Thinking
Strategy, Planning and Workshop setup
Desk Search, Googling, Data Research
Architectural and Experiential(UX) Design
Adobe Suite, Sketchup, Logic Pro X,
Figma, Rhino, Keynote, Premiere Pro
English, Portuguese, Spanish

Achievements

RIBA South East Degree Prize
Royal Institute of British Architects
2017

RSA Fellowship
Royal Society of Arts, Manufactures and Commerce
2021

Dieline Awards by Adobe - Silver Prize
Food Brand Systems
2021

Catalyst 2030
Approved member
2022

Personal interests

Development, Sociology and History
Communication and Psychology
Nation building, Culture and Economics
Business, leadership and Entrepreneurship
Music and Performing Arts
Literature, Writing and Travelling
Wellness, Nutrition and Sports
Mentoring and Self-Development

Volunteering

Vitiligo Society, Helping Cups, Vie d'Artiste
Brand communications advisor
2019 - present

Placemaking X
Admitted advocate
2022 - present

Global Entrepreneurship Week Angola
Speaker and panelist on social business
2022

Change 1s Life
Volunteer
2022

Student Design Awards(RSA) with Network Rail
Judge for design, placemaking and innovation
2022

Contact

mario@trsfrm.com
+447402622228

linkedin.com/in/marioamonteiro
marioalcantaramonteirodesign.com
@marioalcantaramonteiro