

# Mario Alcantara

## HX Designer Creative Director DJ/Producer

Branding  
Culture  
Human Experience  
Social Innovation  
Business  
Events  
Built Environment

## 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 in over 6 different countries.

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** Lead Designer  
November 2018 - December 2019 Creative lead  
London and Norwich, UK

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** Brand designer  
January 2019 - January 2020 Art director  
London, UK Event producer

I was in charge of all the visual and experiential 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 and labels.

**Fire Can Burn** Creative Director  
December 2020 - 2022 Design lead  
Cologne and London 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** Founder  
February 2020-2024 Creative Innovation director  
London and Luanda Design lead

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

## Education

**Architecture BA Hons**  
University of Brighton  
2014-17

**Advanced Music Production Course**  
Mixing and Mastering  
London Sound Academy  
2018-19

## 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, Events 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 - 2023

**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 urban design, placemaking and innovation  
2022

## Other/Contacts

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