

# 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 and social innovation strategy, and fundraising with accounts such as Ford Motor Company, the United Nations, Oddbox and Amsterdam Dance Event.

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

**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, and a variety of the world's leading electronic artists.

**Ford Motor Company**  
December 2021 - June 2022  
China and USA via TRSFRM

Creative Director  
Design lead  
Client

Co-led the strategy and development for the Ford employer brand repositioning campaign looking to attract global top talent in tech. The project involved a series of strategic sprints and the design of an interactive web-experience based on the future of urban mobility and social innovation.

**United Nations**  
May 2022 - August 2022  
Luanda, Angola via TRSFRM

Consultant for Placemaking  
and Social Innovation  
Client

Led the development of a business and placemaking strategy plan for the re-activation of four sustainable agriculture centres in Angola. The project involved the collaboration of senior consultants from Deloitte, FAO's head coordinator, a multi-practice team of designers and innovation strategists, as well as the ministry of culture and environment.

**City Government of Luanda**  
October 2021 - May 2022  
Luanda, Angola via TRSFRM

Development Director  
Design lead  
Client

Led the development of the first social-urban intervention in the city centre of Luanda alongside a team of designers, architects, strategists, urban planners, artists and research volunteers. The project is an on-going placemaking initiative carried alongside local government and partners.

# 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

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