

ANA ROQUE

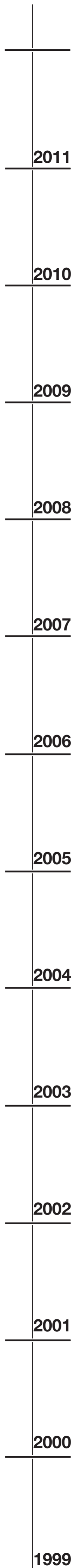
DESIGN | INTERACTION | RESEARCH

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ANTHROPOLOGY
SCHOOL

MARKETING
SCHOOL

DESIGN
SCHOOL



PROJECT
MANAGEMENT

TEAM
WORK

INTERACTIVE

MEDIA

PROTOTYPING

RESEARCH

PHOTOGRAPHY

GRAPHIC

MARKETING

STRATEGY

SALES REPRESENTATIVE
FASHION/SPORTS

SALES

CAD

DIGITAL

CUSTOMER SERVICE
INTERNET

CUSTOMER SERVICE

DESIGN

CREATIVE DIRECTOR
WEB DESIGN / DIGITAL

Supervise project objectives from pitch to final delivery attending to client inputs, strategic layouts and consumer insights.

Team leadership throughout the projects, supervising coherence to concepts, interaction narratives and output objectives in dialog with all main contributors to each challenge.

Nike Running Portugal (FB)

My work focused on translating brand communication strategies to Social Media.

Nike Running Portugal Facebook page increased fans to 35.000 (1000% growth) the 1st year, reattaching 61.000 active and engaged fans in total one year and half of work.

Cialis, Lilly (iPad Sales App)
Project focused on translating Cialis product story to an intuitive sales iPad application to be used by Lilly sales force.

The App represents a showcase to other similar applications.

OK!Teleseguros (Digital Media)

Automobile Insurance media strategy represented intricate network of online and offline communications centered on online conversion only. My role was to oversee the consistency of communication and alignment with strategic goals of the digital media outputs.

Eugénio de Almeida Foundation (Website Redesign)

Composed by several dispersed social agents, the foundation needed a new unifying website reflecting both multiple agents and their contributions, while maintaining an overall brand and layout consistency. The website is to be implemented in 2012.

CIN (Multiscreen Catalog)

Multiscreen consumer behavior and digital mobility led us to design an interface focused on sampling and experience sharing.

Inphographics (Visual Thinking)

Visual marketing outputs on the company's results.

PROJECT MANAGER
NEW MEDIA / INTERACTIVE

Proposal coordination seeing to client interaction objectives based on brand and project directives as well as consumer insights and research.

Project management focused on hardware design, prototyping, tests and production.

Multitouch Table (ID)

Hardware design, research, prototyping, tests and assembly.

<http://vimeo.com/2813045>
Museu do Mar e da Terra da Carrapateira

(Proposal Coordination)

Proposal won the public tender for interactive platforms dedicated to extend the museum experience through content enhancement along its itineraries indoors and outdoors in contact with the local community.

32nd 33rd Lisbon Fashion Week

(Client Management and Insight)

In the 32nd and 33rd editions NI was challenged to create unique interactive experiences using its latest research. In the 1st edition we presented a multitouch surface to archive and display the catwalk's photographs during the 4 days of the event.

<http://vimeo.com/3765915>

In the 2nd we designed a generative projection based on sound and movement on the catwalk for Aleksandar Protic's show.

<http://vimeo.com/7067487>

Fundação Portuguesa das Comunicações

(Design and Production)

The Communication Foundation invited NI to present a 2 x 1.5m interactive wall to be present on a permanent exhibit under the theme Future Communications.

<http://vimeo.com/4780267>