



# LUÍS FILIPE AVELAR LUCAS

ART + MOTION + DESIGN + MUSIC + AR  
CURRICULUM VITAE

PORTFOLIO



## PERSONAL INFORMATION

### NAME

Luís Filipe Avelar Lucas

### ADDRESS

Ericeira, Portugal

### E-MAIL

[luis@avelarlucas.com](mailto:luis@avelarlucas.com)

### WEBSITE

[avelarlucas.com](http://avelarlucas.com)

### LINKEDIN

[linkedin.com/in/luisavelarlucas](https://www.linkedin.com/in/luisavelarlucas)

## SKILLS

### ORGANIZATIONAL:

- Leadership
- Teamwork
- Adaptability
- Quick Learner
- Strong Visual Culture
- Innovative Problem-Solving

### TECHNICAL:

- Motion Graphics
- Augmented Reality
- 2D and 3D Animation
- Graphic Design
- 2D and 3D Illustration
- 3D Design
- Web Design and Development
- Sound Design

### SOFTWARE:

- Adobe After Effects
- Adobe Premiere
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- 3Ds Max
- Cinema 4D
- Logic Pro
- Adobe Audition
- Adobe Aero
- Microsoft Office

### LANGUAGES:

- Portuguese: Native
- English: Advanced (C1)

## ABOUT ME

I'm a multidisciplinary artist, motion and AR designer, creative director, and a multimedia producer with 20+ years of experience creating immersive experiences through motion graphics, 2D/3D animation, augmented reality, and sound design. I've led diverse projects across corporate, film, and artistic fields, always pushing creative boundaries and staying ahead of industry trends. I thrive on bringing ideas to life with innovative, impactful visuals.

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR, MULTIMEDIA PRODUCER

#### FALCAOLUCAS STUDIO – ERICEIRA | 2014 – PRESENT

Lead and manage all projects, from concept development to final delivery. Collaborate directly with large companies and renowned artists to deliver customized, high-impact creative solutions.

Successfully balance artistic vision with client objectives, providing expertise in art, motion graphics, animation, sound design, and augmented reality, utilizing industry-standard tools to meet every clients' creative needs.

### CREATIVE DIRECTOR

#### GRAFE PUBLICIDADE – LISBON | 2013 – 2014

Directed creative output for the agency, ensuring alignment with client goals, and managed multidisciplinary teams to meet project deadlines.

### ILLUSTRATOR

#### WHO CREATIVE TALENTS AGENCY – LISBON | 2013 – 2014

Produced custom illustrations for various publications and corporate clients.

### ART DIRECTOR

#### GRAFE PUBLICIDADE – LISBON | 2012 – 2013

Led design efforts for major accounts, ensuring cohesive strategies that aligned with client expectations.

### MULTIMEDIA PRODUCER

#### PIXEL COMUNICAÇÃO – LISBON | 2006 – 2012

Led a team creating multimedia content such as motion graphics, animations, websites.

### MULTIMEDIA PRODUCER

#### IADE – LISBON | 2005 – 2008

In my second year of college, I was invited to work for one of the school's departments and helped create IADE TV, the institution's internal TV station, gaining hands-on experience in multimedia production and design.

## ADDITIONAL

- Showcased work at various international animation and cinema festivals
- Jury member for the Portuguese National Competition of Young Talents (digital art)
- Invited guest speaker at industry events to present work and insights
- Regularly volunteer by designing materials for the annual religious festivities in my hometown
- Multi-instrumentalist and music producer

## EDUCATION

### GRAPHIC DESIGN

IADE  
LISBON | 2004 – 2008

## CERTIFICATIONS

### MULTIMEDIA

ETIC  
LISBON | 1999 – 2000