



Miguel Viana | Chief Creative Officer

Miguel is a Lisbon-based designer and creative director with 20 years of experience aligning strategy and creativity to create brands that make a difference to business and people.

He majored in Graphic Design from IADE in 1997, year in which he started his career as a Junior Designer in Novodesign. Early in his career, he was recognised for his passion, perfectionism and leadership abilities. In 1999, he integrated a task force team responsible for the development of the ONI brand, which he led as a Creative Director in 2000.

After a short 3-year experience, between 2001 and 2004, he was appointed Design Force's Creative director, a role that allowed him to further develop his leadership skills, along with client care skills. In 2004, he became Brand design's Creative Director at Brandia, which was later named Brandia Central.

In April 2013 he was appointed Chief Creative Officer and Brand Design Master at Brandia Central, where he was the ultimate responsible for creative teams and product until the end of 2015.

During this period he led branding programmes across the globe, in Portugal, France, Chile, Canada, Brazil, Russia, Ukraine, Azerbaijan, Angola, São Tomé e Príncipe, Mozambique, USA and UAE-Dubai in many different business sectors.

With his teams he was involved in the creation of some of the most important sport event brands in the world such as:

FIFA WORLD CUP RUSSIA 2018
UEFA EURO FRANCE 2016
COPA AMÉRICA CHILE 2015

His talent was awarded multiple times by both national and international creative organisations.

Miguel shared his passion for design thinking and brand design with his students at Instituto Restart, during 2012 and 2013, and he is invited for different lectures about branding.

He has been invited to be Jury of international Creativity Festivals:

ADSTARS juri member, Busan, South Korea 2015
Cannes Lions Design Juri member 2014
Juri President of the 2nd Edition of Prémios Lusos 2015
ADCE Design Juri member, Barcelona 2010
Festival Portuguese Creative Club, Juri member
Festival Meios e Publicidade, Juri member

In 2016, Miguel Viana co-founded **Unlo—ck®**.



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Branding Projects by Sector:

Financial Services

Banco Económico, 321 Crédito, Banco Único, Banco Pungo Andongo, SIBS, Multi-banco, Gastão Cunha Ferreira, Facim, Quadrante, SDM, Cobertura Real Estate

Communications/IT/Media

Observador, Redknee, Omnibeas, Syncrea, UAU TV!, Liga Liga, RTP 2, ANACOM

Sports/Entertainment

FIFA WORLD CUP RUSSIA 2018, UEFA EURO 2016, COPA AMÉRICA CHILE 2015, BAKU F1 STREET CIRCUIT, FIBA EuroBasket Ukraine 2015, Starzone, FIBA Afrobasket Angola 2007

Food/Beverages/Mass Market

DanCake, A Marmita, Coral, Banana da Madeira, Um Bongo, Companhia de Pescarias do Algarve, B!, Buondi, Sumol Bliss, Sumol, Sumol+Compal, Vimeiro Águas, Oliveira da Serra, Azal, A Caféeira, Nicola, Pasto Real, Capri, Frutis, Cristal

Transportation/Industry

ANA Aeroportos de Portugal, Sozé Group, Dkode, Pioneer (Soporcel Portucel), APCOR Global Cork Campaign,

Tourism/Place Branding

Cascais Municipality, Abu Dhabi Pearls, Tiara Hotels & Resorts, Memmo Baleeira, Ô Hotels&Resorts, Quinta da Marinha, HMI Hospitality Management Institute, Hotel Fonte Santa, Herdade da Poupá, Stone Spa

Energies/Sustainability

CEIIA Mobi.Me, Maréanas, APREN, Sociedade Ponto Verde

Institutional

Wines of Portugal, Vinho Verde, Academia Portuguesa de Cinema, Hospital de Loulé, INCI, Cerci MB, Novamente