

---

# Helder Luís CV

I was born in Porto, Portugal, in 1973.

Having demonstrated interest and aptitude for the visual arts since an early age I decided to study Art and Design. I first attended Art & Design and technical drawing at high school moving much later on into university to study Communication & Design and Consumer Sciences & Marketing. However, it was obvious early on that I wanted to learn as much as I could on my own and self-train in subjects and disciplines that were lacking or absent in schools at that time. Therefor I associated myself with companies, institutions, groups and people from whom I learned traditional typography, offset printing, graphic design, multimedia and new emerging technologies that weren't and still aren't taught at schools, having along the years acquired a deep understanding of those areas.

In 1996, I founded *notype*, a graphic design and multimedia studio, and in the span of 20 years I created a body of work in so many different areas of graphic design and multimedia that I ended up leaving a distinctive mark, being recognised by my peers and respected by my clients. I originally begun working for the alternative music scene and for the contemporary art world and naturally later on with companies and governmental institutions. Some of the work I created while at *notype* has been exhibited, published and presented in public and most of it still endures time as a proof of it's efficiency and resiliency.

Alongside my professional activity at *notype*, I created work in several artistic areas such as photography, painting, music, video and installation, having exhibited, published and performed live most of it.

I developed several shows and art events in collaboration with other artists, having been one of the founders of *HouseLab* (a collective of Portuguese creatives that looked into exploring the various artistic possibilities of technology applied to live events, mix-media installations, performative spaces, audio-visual experiences, electronic music, sound-design, interactivity, among other disciplines).

In 2001 I was part of several collectives as a VJ and visual artist, among them *GinSonic*, a 3 person project that presented a well branded performance that delivered a complete experience rooted in the 70's visual and musical universe resulting in a cinematic experience for the public, and *Landscape*, also a 3 person project, that used visuals of natural and urban landscapes merged with breakbeat music into a mesmerising layered performance. I also performed with collective System Modular, acting as a musician, DJ and VJ (using generative motion graphics synced to the audio).

Throughout the years I collaborated with several institutions and organisations such as *Porto2001* (European Capital of Culture), *ExperimentaDesign*, *Curtas* (International Short Film Festival), *ACARTE* (Calouste Gulbenkian Foundation), *Serralves Contemporary Art Museum*, *Ravinia Music Festival* (Chicago, USA) as well as with individual artists, such as Julião Sarmento, João Louro, Rui Toscano, João Paulo Feliciano, Rui Horta, among others.

In 2002 I founded *LAB52*, a company (now we would call it a startup) focused on the development of advanced technological solutions. Working exclusively with artists, producers, artistic directors and institutions that wanted to incorporate innovative artistic solutions into their creations.

In 2007 I've founded *Ethertype*, a *notype* sub-brand specialised in web development and targeted at offering technical solutions and products to a different market.

In 2008 I founded, together with photographer *Carlos Lobo*, a publishing company focused on photography books, based in London (UK). We published several books among those *Unknown Landscapes* by *Carlos Lobo* and a collection of books dedicated to Portuguese photographers in which the first edition, published in 2009, was *André Cepeda's* book "River".

In 2009 I was invited to join *Seara*, after being a partner with the company in *Leanity*. I was responsible for setting up and running the new mobile department where, besides being head of the department, I worked with several clients doing UI & UX design, information architecture and project management. Among the various projects I developed while at *Seara* some of particular interest were the official Lisbon's *Metro* app (which was featured in Portuguese national TV, in prime time, as an example of Portuguese innovation due in part to it's implementation of augmented reality and simple and intuitive user interface), *Bayer Portugal* "Vitiplan" app (which was later replicated worldwide and was considered a very successful project by *Bayer*), the *Solverde* chain of hotels and casinos app (due to it's clean interface that took advantage of iOS 7 new UI) and *Vantagens Caixa* loyalty app (which contributed to the acquisition of Seara by *CGD* group).

In 2010, while working at *Seara*, I co-funded *SwipeTwice*, a software design and development company focused on creating distinctive iOS applications. The company developed a couple of successful applications for the App Store and for business clients, A good example of this being "Safe Plastic" an app focused on warning consumers of the dangers of different types of plastic and the "MyOffice" app which is now a case study for the virtual office and co-working movement worldwide.

In 2014, along with 3 other co-founders, I co-founded *There App* a startup which was selected for the spring of 2014 edition of *Lisbon Challenge*, an international startup accelerator program. *There App* aimed to revolutionise the way we see the world through real-time video streaming geolocated in an interactive map. The work developed by me personally was very well received by mentors, other accelerators and investors but unfortunately we couldn't secure funding like so many other startups. The promotional *video* that I've produced for *There App* was highlighted by the *EGS* team as one of the best startup promotional videos at that time.

In 2015 I was invited as a co-founder and senior designer to join *IQFriends*, a startup that aimed to revolutionise the way we increase our intellectual capacity through the playing of special games by adding to it a social component. We were selected to join the startup acceleration program *Startup Brasil* in São Paulo, Brasil and during 3 months while living in São Paulo, I designed and helped to develop several mobile apps for several platforms, as well as reinvigorating the *IQFriends* brand and website.

Since 2016 I've been working as a freelance designer and have been taking on some very interesting projects, among them, the logo, identity and website for Herdade Monte do Campo, a biodynamic farm in the south of Portugal, and the website for international acclaimed luthier, Andy Mason. Recently I've designed a logo and a complete identity for N-PSY a psychiatry clinic in Switzerland.

## Companies (and startups)

---

- [helderluis.com](http://helderluis.com) (2017-present), freelance senior designer and web developer.
- *IQFriends* (2015-2016), co-funder and senior designer.
- *There App* (2014-2016), co-funder, CTO and senior designer.
- *Swipe Twice* (2012-2014), co-funder, senior designer and junior developer.
- *Seara* (2009-2013), head of mobile development unit, senior designer (UI/UX) and junior developer.
- *Leanity* (2009-2010), partner and senior designer.
- *Chromma* (2012-2013), co-funder and senior designer.
- *Ethertype* (2007-2014), funder and web developer.
- *LAB52* (2002-2014), funder and multimedia designer and AV/Show Control technician.
- *notype* (1996-2014), funder and senior designer.

## Collective Projects

---

### 2001

- "System Modular", together with *João Santos* and *Carlos Lobo* as a musician, DJ and VJ.
- "Landscape", together with *João Pedro* (DJ) and *Sérgio Gomes* (DJ) as a VJ.
- "Gin Sonic", together with *Dario Oliveira* (DJ) and *Miguel Dias* (DJ) as a VJ.

### 1999

- "Houselab" together with a multidisciplinary team of artists.

## Education and Training (selection)

---

### 2018

- Attendance at the "Touch Designer" workshop at CCC, Caldas da Rainha, Portugal.

### 2017

- Traditional Typography workshop by *Clube dos Tipos* at *Tipografia Damasceno*, Coimbra, Portugal.

### 2007

- Attendance at the Consumer Science bachelor degree at *IPAM* University, marketing school, Porto, Portugal.

### 2001

- Attendance at the "Generative Graphic Design" workshop, in which I acquired knowledge related to algorithm-guided design. With *Johnny DeKam* (US) and *Brian Kane* (US) as teachers. The workshop was held at *ESAD*, Matosinhos (PT), and was part of the *Odisseia das Imagens* program organised by *Porto2001* (European Capital of Culture).
- Attendance at the *STEIM* (Center for Research & Development of Instruments & Performers, Amsterdam, NL) workshop, where I acquired knowledge related to software and hardware developed by STEIM. Having as teachers *Frank Baldé* (NL) and *Daniel Schorno* (CH). The workshop was held at *INESC*, Porto (PT), and was part of the *Odisseia das Imagens* program and organised by *Porto2001* (European Capital of Culture).
- Attendance at the *MAX/MSP* (graphical environment for music, audio and multimedia) workshop, where I acquired knowledge related to the Max/MSP software. Having as teacher *Carlos Guedes* (PT). The workshop was held at *INESC*, Porto (PT) and was part of the *Odisseia das Imagens* program and organised by *Porto2001* (European Capital of Culture).

### 2000

- Workshop "Performance and New Technologies II", the second edition of a previously very successful workshop jointly promoted by *IPAE*, *British Council* and *Rivoli Municipal Theatre*, Porto (PT), under the guidance of *Sarah Rubidge*

(UK) and *John-Marc Gowans* (UK) where I experimented with merging technology with performance.

### 1999

- Workshop "Performance and New Technologies" jointly promoted by *IPAE*, *British Council* and *Rivoli Municipal Theatre*, Porto, under the guidance of *Sarah Rubidge* (UK) and *John-Marc Gowans* (UK) where I experimented with merging technology with performance.

### 1996

- Traditional typography and offset printing training where I learned to compose manually with lead type and a Linotype. I also learned the entire offset printing process, from composing to finishing. Various locations (PT).

### 1994

- *Business Communication* training conducted by *Development Systems* in Coimbra, Portugal.
- Training in desktop publishing, desktop video and multimedia by *Apple Portugal*.

### 1991 - 1993

- Drawing course at professional school *Escola Profissional e Artística Árvore*, Porto, Portugal.

### 1989-1990

- Studied Art and Design at secondary school *Eça de Queirós*, Póvoa de Varzim, Portugal.

## Awards, honours and grants

---

### 2002

- Honourable mention attributed by the 2002 edition of *Bolsa Ernesto Sousa*, an initiative of the *Luso-American Foundation for Development* and the *Calouste Gulbenkian Foundation* to my project "Generator".

### 1999

- Research grant attributed by *ICAM* (cinema and multimedia department of Portuguese Ministry of Culture) with the aim of exploring and developing multimedia technology applied to art.

### 1997

- Honourable mention attributed by the 1997 edition of *Bolsa Ernesto Sousa*, an initiative of the *Luso-American Foundation for Development* and the *Calouste Gulbenkian Foundation* to my project "Background Noise".

### 1996

- Financial and technical support grant attributed by the Portuguese government to jump start my first company (*notype*) under a program to support the creation of new companies and new jobs.

## Exhibitions (selection)

---

### 2018

- "MAR", audiovisual installation with the objective of expressing what it was, and still is, to go to sea as a fisherman. The installation was exhibited at the *MAC Serralves*, Porto, Portugal.

### 2006

- "175 x 120", a collective exhibition of street posters at *Norte Shopping's Silo*, *Espaço Cultural*.

### 2004

- "Photographics", individual photography exhibition, *Plastic lounge bar*, Póvoa de Varzim, Portugal.

### 2003

- "This is music, as it was expected" installation for *Voyager 2003*, an itinerant installation and exhibition of Portuguese creativity, produced by *Experimentadesign03*. Based on the piece of electronic music produced by *Tozé Ferreira* in 1987, the installation consisted of an individual space that enhanced the "consumption" of this piece of music in a physical and multi-sensory experience using light and space as augmenting mediums for the music. The itinerary exhibition was present in Lisbon, Paris, Madrid and Barcelona.

### 2002

- "Typographics", 35mm slide projection installation part of the *Feira do Livro 2002* edition, Lisbon (PT).

### 2001

- Part of *Voyager 2001*, an itinerant installation and exhibition of Portuguese creativity, organised by *Experimentadesign01* with a series of photography projects entitled "Photographics", "Typographics" and "Wallsapes". The itinerary exhibition was present in Lisbon (PT), Milan (IT) and London (UK).

### 1999

- Part of *BM99: Maia Art Biennial* as a guest artist with the installation "Typomedia". An installation featuring a projection portraying an offset printing machine printing at full speed, being projected by a 35mm Kodak slide projector at maximum speed, while the sound of the offset printing machine was being played through loudspeakers merging with the slide projectors sound that ultimately was also being captured by contact microphones and played through loudspeakers. Maia (PT).
- Part of "Post-it" exhibition, promoted by *Art Attack*, Caldas da Rainha (PT), with two posters: "8ITO" (offset on paper, designed for the cultural association *Octopus*) and "Music by Design" (screen print on paper, designed for *ESAD Superior Art and Design School* as part of the *KISPO* project). Also part of the exhibition were designers *Mário Feliciano*, *Cornel Windlin*, *Pedro Falcão* and *João Faria*.

### 1992

- Part of a collective photography exhibition at Escola Profissional Árvore, Porto (PT).
- Part of a collective painting exhibition at cultural space "Obras Públicas", Póvoa de Varzim (PT).

## Performances / Productions (selection):

---

### 2004

- Live video performance alongside *Rafael Toral's* and *Deadbeat's individual performances*, using custom software developed in *MAX/MSP/Jitter* to interpret audio and interactively generate real-time motion graphics at *Invisible Realities*, multimedia festival in Torres Vedras, Portugal.
- Technical director and designer of the interdisciplinary digital media, music and visual arts event "Isle of the Dead", promoted by the *Bavaria Classical Music Festival*, Chicago (USA) with the support of the *Serge Rachmaninoff Foundation* (CH) and produced and directed by Svetlana Sequeira Costa. I developed the custom software in *MAX/MSP/Jitter* that interpreted the orchestra sound and the conductor's movements and generated accordingly live motion graphics in real time. The *Chicago Symphony Orchestra* was directed by *Leonard Slatkin*.

### 2003

- VJ performances with *Landscape*, at various venues in Portugal.
- VJ performances with *Gin Sonic*, at various venues in Portugal.
- Live motion graphics with "Bildmeister," *FNAC Colombo* and *Fonoteca*, Lisbon.

- Real time multi-channel audio manipulation alongside *João Paulo Feliciano's* DJ performance at *Serralves Museum of Contemporary Art*, Porto.

### 2002

- VJ performance with *GinSonic* at *Paredes de Coura Summer Rock Festival (PT)*.
- VJ performance with *Landscape* at *Curtas, International Short Film Festival*, Vila do Conde (PT).
- "Starting Up", and epic video production for a new year's eve live public event, Vila do Conde (PT).
- "Kaleido", software developed for *João Paulo Feliciano* light and video based performance with *Lee Rinaldo*, *Rafael Toral* and *Leah Singer* at *Fundação de Serralves*, Porto (PT) and *Calouste Gulbenkian Foundation*, Lisbon (PT).

### 2001

- "Pixel", a collaboration between *ExperimentaDesign* and choreographer Rui Horta combining design and choreography. I designed the "background operating system" responsible for real time digital image acquisition and manipulation and video feedback using live cameras, all this in a setup was simple enough to be operated by the performers. First presented at the *CAM/ACARTE, Calouste Gulbenkian Foundation*, Lisboa (PT).
- VJ performance with "GinSonic" at *Curtas, International Short Film Festival*, Vila do Conde (PT).
- "Stop Motion", collective performance with *Houselab* where I was responsible, together with Rui Toscano, for digital (video titles) and analog (slides) media manipulation in real time, *Porto2001, Media Lounge*, Porto (PT).
- "Em tempo real", collaboration with Brazilian dance company "Nova Dança 4" with the aim to augment the improvisation work of dancers with new technologies like realtime video and audio manipulation and capturing, enabling the construction of a realtime non-linear narrative on stage between dancers and performers. Presented to the public throughout a series of shows at the *Centro Cultural Banco Brasil*, Rio de Janeiro, (BR).
- "Fábrica do Corpo Humano", a show that constructed a narrative from the use of several fragments in which the actors were the authors and the characters the athletes themselves. Invited by *João Carrilho*, I was responsible for real time video sampling and playback. Staged and produced by the late *Paulo Cunha e Silva* and part of the *Porto2001* programming, *Rivoli Teatro Municipal*, Porto.
- "Media Lounge", a mix-media event designed, curated and programmed in collaboration with *Dario Oliveira*, for *Porto2001*, Porto, Portugal.

### 2000

- VJ performance with *GinSonic* at *Curtas International Short Film Festival*, Vila do Conde.
- "Em tempo real", collaboration with Brazilian dance company "Nova Dança 4" with the aim to augment the improvisation work of dancers with new technologies like realtime video and audio manipulation and capturing, enabling the construction of a realtime non-linear narrative on stage between dancers and performers. Presented to the public at *Encontros ACARTE, Calouste Gulbenkian Foundation*, Lisbon (PT).
- Production, technical direction and live video performance at *Houseware Experience, Expo2000*, Hannover (DE), with *Houseware Experience* (part of the Portugal's national day celebrations).

### 1999

- Production, technical direction, identity, motion graphics and live performance (with *D-Fuse*, *Amon Tobim*, among others) at the mix-media event "Houseware Experience, explorations in live mixed media" supported and part of the *ExperimentaDesign99* program, Lisbon (PT).

### 1998

- Several live solo concerts throughout Portugal with the piece "Background Noise", playing electric guitar and electronics.

## Music / Discography

---

### 2001 - Present

- Ongoing release of self published solo tracks through *Soundcloud*, some from my personal archive and others more recently recorded and produced.

### 1997

- "Threshold", music published in the compilation CD *Garagem*, a Portuguese compilation of new alternative music projects. "Threshold" went on to be played in national radio stations as an example of new Portuguese music.

### 1990-1996

- Part of several musical projects and bands, including *Sonic Death* (a *Sonic Youth* influenced band) and *Clockwork Orange* (later *Clockwork*) where I played mostly electric guitar and electronics.

## Publications (selection)

---

### 2014

- Publication of the book "Para ti minha filha", an illustration book dedicated to my daughter, *Elsa Luis*.

### 2009

- Publication of the book "Early Works", a photography book that documenting my photography work period from 1994 to 2001.

### 2007

- Featured in the book "Marcas & Trademarks PT" published by Spanish publishing house *Gustavo Gil*. A book dedicated to gather in one publication the best brands, logos and trademarks designed in Portugal, with more than 400 pages featuring more than a dozen of examples of my work.
- Featured in the Portuguese weekly newspaper *Expresso* with an article about the exhibition "175 x 120", an exhibition of street posters with my "25 de Abril" poster being prominently displayed in the article.

### 1999

- Featured in the Portuguese graphic design magazine *PAGE* (issue 3) dedicated to the design of CD and vinyl record covers.

### 1998

- Guest designer for *KISPO #3* a project of the *ESAD Superior Art and Design School* design department that invited a particular designer for each issue with the poster "Music by Design" (screen printed by the graphic design students), Matosinhos, Portugal.

## Work (very short selection)

---

### 2018

- Logo and identity for N-PSY, a psychiatric clinic, Neuchâtel (CH).
- Series of short video clips for Feliciano Type Foundry, promoting new typeface releases.
- Logo system, identity, photography and website for Cobo Boards, a Portuguese skateboard company specialised in longboards.

### 2017

- Movie titles and poster for french documentary *La Grand Famille* (FR).
- Logo, identity, photography and website for *Monte do Campo*, a biodynamic farm producing vegetables and fruits in the south of Portugal.

- Website for *Andy Mason*, internationally acclaimed luthier and builder of custom guitars for clients worldwide.

### 2016

- Website for *Quinta Bambo*, a farm in central Portugal dedicated to events and Airbnb hosting.

### 2015

- Design of various mobile apps for iOS and Android and identity consolidation for IQFriends, an international startup, São Paulo, Brasil.

### 2014

- Logo, identity and website for "*Awakened Forest Project*", an environmental project dedicated to promote and protect the forest.
- Logo, identity, website, video and mobile application (iOS) for startup *There App*.
- Design and partial development of mobile application "Bayer Alma Tudor" (iOS and Android), an app to manage orchards, for *Bayer Hungary*. This was an adaptation of the "Bayer Vitiplan" app previously developed for *Bayer Portugal*.

### 2013

- "Solverde" mobile application (iOS and Android) for the *Solverde* group (PT) featuring events and group's units (hotels and casinos).
- "Bayer Vitiplan" mobile application (iOS and Android), an app designed to manage vineyards, for *Bayer Portugal* that won the acclamation of *Bayer* internationally and went on to be replicated and adopted worldwide.

### 2012

- Logo and identity for "Gin Club", a trendy gin bar located in downtown Porto (PT).
- Official mobile application (iOS and Android) for *Metro de Lisboa*. A huge project that went on to become an example for other apps and won the public acclamation for its design and feature set, that included augmented reality, giving the user a layer of useful information on top of the camera image.
- "O Meu Orçamento", web app designed to allow people to explore the 2012's government budget. A huge project for *Deloitte* and *Expresso* that had a massive exposure and was a huge success. I was responsible for the web design, UI and UX.
- Various promotional materials for *Lufthansa Ground Services Portugal* (LGSP) including brochures and booklets.
- "Watchfinder", mobile application (iOS) for *Torres Joalheiros*. An app that allowed the user to browse and, discover brands and the most recent luxury watches sold exclusively by the company in Portugal.

### 2011

- Mobile version of the *Leya Media Books* (a Portuguese multinational book publishing company) website.
- "Safe Plastic", iOS mobile application designed and developed to inform the public about the dangers of the various types of plastic in everyday use.
- "Vantagens Caixa" mobile application (iOS and Android), for the Portuguese *Caixa Geral de Depósitos* financial group. An app that allowed the user to manage and get discounts offered by various stores and services.
- "Express Glass" mobile application (iOS) for the *Express Glass* group. The app allowed the user to discover the closest car glass repair store and call for a repair car.
- Website "*Materia*", a multilingual website dedicated to display the latest creations by Portuguese designers, using cork, for *ExperimentaDesign* and *Grupo Amorim*.

### 2010

- "MyOffice" mobile iOS application, for the *Avila Business Center*, Lisbon, Portugal. A great project that ended up being a case study for other coworking and virtual office companies and was used under licence in the UK by several companies.
- Logo, identity and mobile application for *ReadyGetSet*, U.S.A., the app allowed business individuals to prepare themselves

beforehand for meetings by listening to audios with relevant information about it's clients business.

#### 2009

- Event identity for 18th International short film festival *Curtas* of Vila de Conde (PT). A huge one year project for one of the best short film festivals in Europe.
- Identity and several printed materials (posters, flyers, booklets, books, etc.) for *Agência*, the distributing arm of *Curtas* short film festival.
- Website for international digital typography foundry, *Feliciano Type Foundry*, developed in Drupal with integrated ecommerce.
- "Ocupação", book design for photographer *Luis Palma*.
- Website for international artist, *João Louro*.

#### 2008

- Logo system, identity and website for "The Golden Aura", a music project based in Switzerland.

#### 2007

- Logo and identity for "*Bentea*", a car rental company from Vila do Conde (PT).
- Logo for "*Taiga*", a record label specialised in publishing exquisite and limited vinyl editions from Chicago, USA.
- Graphic design for the double vinyl album "Space" by Rafael Toral, published by the "Taiga", USA.
- Website for international artist João Paulo Feliciano.

#### 2006

- Logo, identity, and record covers for band "Mundo Secreto", published by *Volume* and distributed by *Universal*.
- Logo, identity and record covers for musician "Gutto", published by *Volume* and distributed by *Universal*.
- "meios dc", branding, logo and identity for a media company (internet, newspaper and radio).

#### 2005

- Graphic design for the album "Leitmotiv" and promotional material for the Portuguese band *EZSpecial*, published by *Volume* and distributed by *Universal*.
- Logo and identity for record label "Fundo de Catálogo".
- Redesign, logo and Identity for the Portuguese football club "Varzim Sport Club". A multi year collaboration that included yearly reports, books, posters, merchandising, etc.
- Official website for the Portuguese city Póvoa de Varzim. A huge project developed in Plone (CMS) using Python (programming language).

#### 2004

- Logo, brand and identity for the city of Póvoa de Varzim, a vast and complex work that lasted almost 10 years in which I designed almost all possible and imaginary materials. I was also responsible for the monthly publications, events and general communication supports.
- Logo, identity and art direction for the Portuguese band *EZSpecial*, for *Volume* and *Universal*. A multi year collaboration that included several record covers and various promotional materials.
- Branding, logo, Identity and marketing for "D. Baguette" a Portuguese chain of cafeteria stores and associated products.

#### 2003

- Logo and identity for "Volume", record Label (PT).
- Logo, identity, flyers, posters and interior decoration for "Plastic", Lounge Bar, a multi year collaboration that shaped the presence of this space and influenced so many others in Portugal.

#### 2002

- Logo and Identity for "Mundimundo", a popular art gallery, Vila do Conde (PT).
- Album design and video clip, for Portuguese rock band *Bildmeister*.

#### 2001

- Logo, identity and TV ad for *CoLab*, experimental music festival, Porto (PT).
- Book design for photographer *Cesário Alves*. The book presented the famous photo series "*Superturismo*" and was printed several times throughout the years as it went through some design changes to adapt to new formats.
- Identity for *BRRR* live art festival event organized and produced by Rita Castro Neves, Porto (PT).
- Graphic design of book for the exhibition *Squatters* for the *Witt de With Museum of Modern Art*, Rotterdam (NL).
- Catalogue design of book for the exhibition and *Squatters* for the *Serralves Museum of Contemporary Art*, Porto.

#### 2000

- Identity, promotional materials and TV ad for XXII International Music Festival of Póvoa de Varzim (PT), an international classical music festival, recognised as one of the best in Europe.
- Exhibition catalogue design for "Entertainment Co." by *João Louro* and *João Tabarra*, *Serralves Museum of Contemporary Art*, Porto (PT).

#### 1999

- Logo, identity and TV Ad for "Houseware Experience" mixmedia event, Lisbon.
- Identity, promotional materials and TV ad for XXI International Music Festival of Póvoa de Varzim (PT), an international classical music festival, recognised as one of the best in Europe.

#### 1998

- Logo, identity, promotional materials and TV ad for XX International Music Festival of Póvoa de Varzim (PT), an international classical music festival, recognised as one of the best in Europe.
- Graphic design for the experimental multimedia magazine "8ITO" for the *Octopus Cultural Association*. "8ITO" intended to be a way to create a space where ideas, concepts, forms and artistic creation, could be exchanged and reinterpreted by all people interested in the project. I designed the experimental magazine announcement poster and promotional materials.

#### 1996

- "Garagem", a multi year collaboration with *Marco Martins* that resulted in a logo, identity, several compilations CD's and a few CD albums and 7" vinyl covers for Portuguese bands and marketing materials such as posters and flyers. *Garagem* also published it's own magazine (self titled "Garagem") which I also designed.

## Patents:

---

### 2014

- "Ubiquitous Network Of Multimedia Streaming Locations", PI20141000097234. 2014, Portugal.

## Research and Personal Studies:

---

### 2018 - Present

- "I Ching", advanced studies about the Chinese art of divination at the *IEETC* with professor *Larry Ibarra*, Porto.
- Traditional typography. Personal research into the visual landscape of traditional typography. Photography and video.

### 2017

- "Anthroposophy", one year study and course about Rudolf *Steiner's* philosophy for self development of the human being. Organised by the Portuguese Antroposophic Association, Porto (PT).

### 2010-2016

- Electromagnetic Pollution. Personal research about the effects of the proliferation of electronic devices and the electrification of the planet on human being's health.

### 2009-2012

- Orthomolecular medicine. Personal research and study supervised by *Alberto Suarez Chang*, mentor and teacher.

### 2005-present

- Energy medicine. Personal research about the use of information/energy medicine as a viable substitute for allopathic medicine. Various mentors and large bibliography research.

### 2004-present

- Naturopathy medicine. Personal research and study supervised by *Alberto Suarez Chang*, mentor and teacher.

### 1998

- Multimedia & Performance. Personal research with the goal to explore and develop multimedia technology applied to art. This research was sponsored by *ICAM* a department of the *Portuguese Ministry of Culture*.

## Other:

---

### Skills

Graphic design, multimedia (audio, video, show control, interactive installations, etc.), webdesign (HTML, CSS, etc.), web development (through LAMP CMS's like *Drupal* and *WordPress*) and mobile development (GUI & UX, functional mockups/prototypes and Xcode project management). I am an advanced user of most of the tools available for graphic design, video and multimedia (Adobe Creative Suite, Final Cut Pro, Motion, Logic, Sketch, MAX, Live and so many others). I also occasionally and when necessary build my own tools (software or hardware) either alone or in collaboration.

### Hobbies and Interests

Kung Fu (Wing Chun), Tai Chi, meditation, Chinese philosophy (Taoism, I Ching, etc.), photography, music (listening and composing), travelling, reading, permaculture, organic and biodynamic agriculture, nutrition...

### Languages

Portuguese (native speaker)  
English (fluent)  
Spanish (conversant)  
French (conversant)  
Italian (basic)

### Contacts

+351 917 427 066  
[mail@helderluis.com](mailto:mail@helderluis.com)  
[www.helderluis.com](http://www.helderluis.com)  
[blog.helderluis.com](http://blog.helderluis.com)

### Social Media

[LinkedIn](#)  
[Twitter](#)  
[Facebook](#)  
[Instagram](#)  
[EGS](#)