

INES VARELA

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CREATIVE DIRECTOR
& POSTER MAKER

SINCE 2016

I'm Ines Varela. I make work you can see from across the street: posters, campaigns and identities for festivals, small presses and food brands, mostly printed, mostly loud, always drawn by hand before it goes near a screen.

WORK EXPERIENCE & HIGHLIGHTS

2023 – PRESENT	STUDIO VARELA, LISBON Founder & Creative Director A two-person studio in Marvila. We run campaign and identity work end to end, from the first pencil sketch to standing at the press checking the red.
2019 – 2023	ATELIER NORTE Senior Art Director Led the festival and culture accounts: 40-odd poster campaigns, three rebrands, and the habit of printing every proof at full size on the studio wall.
2016 – 2019	REVISTA CIMENTO Designer, then Art Director Started on page layouts for a quarterly architecture magazine and left running its covers, its type and a fight about bleed margins that I won.

SERVICES

Campaign direction One idea carried across posters, film, social and the side of a bus.	Identity design Wordmarks, colour and type rules a team can actually use without me.	Posters & print Screen print, riso and offset, proofed at full size before it ships.	Editorial art direction Covers, grids and image direction for magazines and books.
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TOOLS

01 /	02 /	03 /	04 /
SCREEN PRINT	RISOGRAPH	35 MM FILM	LETTERPRESS
Expert	Expert	Advanced	Learning