



FRED GOMES

Creative Director | Designer | Photographer

Creative Director with 12+ years of experience leading creative strategy, branding, and multidisciplinary design projects. Co-founder of a pioneering communication agency that worked with major Portuguese brands and cultural figures, blending visual identity, editorial design, digital campaigns, and storytelling. Experienced in photography, art direction, and teaching, with projects spanning from global campaigns (IKEA) to cultural interventions, podcasts, and product design. Recognized speaker, award-winning photographer, and creative entrepreneur with a strong focus on innovation, culture, and social impact.

WWW.FREDGOMES.PT

Work Experience

2025

Creative Director | IKEA Global Campaign “Sleep”

Directed a series of videos for IKEA’s worldwide social media platforms, creating innovative visual narratives around the theme of “Sleep.”

2012–2024

Creative Director & Co-Founder | We Blog You

- Built and co-led a creative communication agency working with top Portuguese brands, companies, and public figures.
- Directed branding, websites, books, photography, video, and digital campaigns.
- Pioneered social media content creation in Portugal, and developed a platform of online workshops in design, photography, social media strategy, and entrepreneurship.
- Taught workshops nationwide for 12+ years, building the company into a reference in creative communication.

2015–2018

Co-Founder & Creative Director | Hey Billie!

- Launched a playful product design brand specializing in handmade decorative pieces.
- Oversaw creative direction, product design, branding, and communication strategy.

2011–2013

Designer & Photographer | Meed Brand Media Agency (Porto)

- Developed branding, illustration, graphic design, web design, photography, and video projects for a variety of clients.

2024–2025

Artist & Creative Strategist | Independent Projects

Traveling worldwide as a tattoo artist, photographer, and creative consultant, developing multidisciplinary projects across cultures.

2021

Creative Director & Project Manager | Mercado do Bolhão (Porto)

- Curated and directed creative interventions by artists for Porto’s historic Mercado do Bolhão, one of the city’s most iconic cultural landmarks.
- Developed collaborative projects connecting heritage, community, and contemporary creativity.

2017–2021

Co-Host & Creative Director | “O Fred e a Inês falam de coisas” (Podcast)

- Co-created and directed one of Portugal’s most listened-to podcasts, centered on queerness, activism, and culture.
- Managed content production, branding, and digital communication strategy.
- Published weekly contributions for P3 (Público’s online platform, Portugal’s largest news outlet)



Other Creative work

SpeakyTV – Creator, director, and writer of “Pretty Exquisite People”, a limited interview series exploring identity through fashion (2013).

Musician | Oh Honey – Singer, composer, and performer with national tours and recordings (2012–2016).

Strobe Magazine – A year of a portrait series of Portugal’s most promising musicians (2013–2014).

Education

Bachelor in Design & Technology of Graphic Arts
Instituto Politécnico de Tomar, Portugal
2007–2009.

Scholarship Winner for Post-Grad in Portrait Photography & New Media
ESAP, Porto
2014

Exchange Year in Interactive Design & Photography
Yildiz Technical University, Istanbul
2010–2011



Skills

- Creative & Art Direction
- Branding & Visual Identity
- Editorial & Publication Design
- Campaign Development
- Photography & Video Production
- Digital & Social Media Strategy
- Team Leadership & Project Management
- Public Speaking & Workshop Facilitation
- Communication Strategy

Media Features

Work published in: Vogue Portugal, Vogue Italia Online, Elle Portugal, Parkmag, Público, Jornal de Notícias, P3, Magnetica, Speaky TV, RTP, SIC, TVI, SAPO.

Languages

Portuguese: Native
English: Fluent (C2)
Spanish: Intermediate (B2)

Speaking & Teaching

We Blog You Workshops (2012–2024)
Designed and taught nationwide and online workshops in design, photography, social media strategy, and entrepreneurship.

European Union – Variações Sobre a Europa (2012)
Led workshops on using art as a tool for political change across Portugal.

Interactive Conferences for Education
(University of Coimbra, 2014)
Speaker on design & communication in education.

Conference “Portugal, Who Are You?” (2015)
Spoke on the role of creativity in shaping national identity.

UD16 Conference (University of Aveiro, 2016)
Speaker on new approaches to creativity and communication in design.

University of Porto (2023)
Speaker on *activism* and the role of art in activism.

Awards

1st Prize – Mascot Design Contest
City of Coimbra Subway Rail | 2001

1st Prize – Magnética Photography Contest
(Portrait Category) | 2010

1st Prize – “Micro Films for Macro Causes” Contest
(organized by Santa Casa da Misericórdia & SAPO.pt) | 2011

2nd Place – Fashion Short Film Contest “Portivity”
(organized by ANJE, National Association of Young Entrepreneurs, Portugal) | 2011

Technical Competences

Design & Creative Tools:
Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere, DaVinci Resolve, Affinity

Web & Digital Tools
WordPress, Webflow, Elementor, WooCommerce

Productivity & Collaboration
Notion, Asana, Meta

Photography & Video:
DSLR & Digital Workflows



Relocating from Porto, Portugal to Berlin, Germany