

VITOR BASTOS

CREATIVE STRATEGIST & MULTIDISCIPLINARY DESIGNER

My work focuses on defining true identities, designing strategies and connecting with people.

I have worked with a variety of **Brands**, **Nonprofits** and **Museums** developing creative solutions in the shape of **Products**, **Experiences** and **Communication Strategies**, both digitally and IRL.

PROFESSIONAL EXPERIENCE

Design & Strategy Consultant

V!TOR - Portland, US

Jan 2019 - Present

Partner with Brands and Nonprofits to define true identities and develop **Creative Strategies** through **Products**, **Experiences** and **Communication**.

Apparel Designer - NCAA / SMU / Special Projects

adidas- Portland, US

Aug 2017 - Aug 2018

Design market-right products for the adidas brand as part of an international design team in cooperation with marketing and development for **NCAA**, **Special Projects** and **SMU**.

Apparel Designer - Latin America

adidas- São Paulo, BR

Aug 2015 - Jul 2017

Adapt global design strategies to Latin American countries. **Design and management of outsourced talent** in the creation of products and ranges for **Swim**, **Athletics**, **Training**, **Young Athletes**, **Originals**, and **Action Sports**.

Creative Director

V!TOR - Porto, PT

Mar 2009 - Sep 2013

Creative Strategy and Identity. Oversight of **partnerships** with **Talent**, **Media** and **Brand Collaborations**. **Development of Apparel Collections and international Event Experiences**. Featured on runways, trade fairs, museums and in print in over ten countries.

HIGHLIGHTED PARTNERSHIPS

Brands

BIC, WAD Magazine, L'Oreal Professionel (**FR**); Adidas Originals, Bayer G4A, Modeblock (**GER**); SMART Studio (**GB**) Vogue Portugal, Modalisboa, Revista Umbigo (**PT**); MUJI (**JP**); MNAC, Freixenet (**SP**) Meyer Memorial Trust, CDP, Meaningful Care, DC Shoes (**USA**).

International Venues

Bread and Butter, TheKEyTo, HBC Designer Scouts, Berlin Fashion Floor (**GER**); Pure London (**GB**); Fashion Philosophy (**PL**); Modalisboa, Estoril Fashion Art Festival, Acrobactic (**PT**); Museu de Sant Boi (**SP**)

CONTACT

✉ vitor@vitorwork.com

📞 (503) 702-8978

📍 Portland, OR

www vitorwork.com

🌐 linkedin.com/in/vitbastos



LANGUAGES

English

Spanish

Portuguese

LIVED, CULTURAL EXPERIENCE

São Paulo, Brazil

Lisbon & Porto, Portugal

Barcelona, Spain

Berlin, Germany

Portland, OR, United States

EDUCATION

PNCA | Collaborative Design MFA
Portland, OR, US - 2022

CITEX | Fashion Design B.A.
Porto, Portugal - 2008

FIELDS

Fashion

Sportswear

Emerging Markets

Social Impact