



VINICIUS LIMA

GRAPHIC DESIGNER

WWW.VINICIUSRLIMA.COM

ME@VINICIUSRLIMA.COM

[@VLIIMADESIGN](https://www.instagram.com/vlimadesign)

STATEMENT OF CREATIVE PRACTICE

As a designer, I consider the formal elements that involve the production of a design piece my major subject matter. Lines, surfaces, solids and color are some of many reasons why objects produce a statement and what makes people appreciate a design and its aesthetic qualities. I started appreciating those elements in my childhood with the toys I used to play.

The curiosity for building three-dimensional objects paired with an interest in planning and structure led me to enroll in an architecture program. During those years, I learned that the character and visual quality should be emphasized in order to produce effective user experiences. Following architecture, I decided to pursue a Master's Degree in Design. While pursuing works in furniture, interior and graphic design, I developed a larger appreciation for visual communication, page layout, composition, clarity of information and content organization.

I developed a keen eye for design. It is of my interest the power that design has to transform and manipulate its surroundings with simple gestures, as noticed also in the work of the 20th century designers of the modern period as from the DE STIJL group, the RUSSIAN CONSTRUCTIVISTS, the BAUHAUS, the INTERNATIONAL STYLE designers and the SWISS SCHOOL of graphic design.

All the elements I became familiar in design along with the pre-construction planning and the attention to detail I was introduced in undergraduate years are the fundamental aspects to the design of any timeless piece that can communicate an idea effectively, guiding my work in the design of exhibition catalogues, magazines, logos, among other pieces.

My latest research in graphic design is deeply rooted in user experience and web/interactive design. My largest website to date was the project developed for my current department, in which I was the one responsible for all project phases, re-shaping the design to its content while maintaining good client-designer communication. I had to reorganize the information architecture, the user interactions and the interface into a fresher-looking object that can communicate with its audience in a much more immediate and efficient way.

As a designer, I am fully aware of the role technology plays in our constantly growing society. I started working with computer-aided design (CAD) technology in 2001 while still in architecture school. A few years later, at the University of Iowa, I started working with computer numerical control (CNC), 3D computer modeling, rapid proto-

typing (RP), Virtual Reality (VR) and Code-based languages (HTML, CSS, JAVASCRIPT, JQUERY AND PHP). Technology enables me to combine fundamental elements of design with computer applications and computer-controlled methods. Ideas that were not possible before through traditional methods can now be brought into reality with the help of advanced computing and technology.

Currently I have been working in Responsive Web Design and various 3D projects. I believe the holistic practice of design influences how I approach a design problem. The fact that I can make the interaction with the viewer a more personal experience is what drives me towards functional design. When one clicks through a website, has opinions about a logotype or try on a piece of furniture, his/her tastes and preferences are part of your judgment criteria at a different level. The appreciation goes then from purely visual to a point where a viewer engages with the piece and considers it based on himself, developing a different communication between the work and its appraiser. Design is a field that shapes the way we interact with our world.

Vinicius Rebello Lima