

FELIPE PETIK PASQUALOTTO

TEACHER & RESEARCHER

CONTACT

Current residence:
Barcelona/Spain
Phone: +34 640 893 796
e-mail: felipepetik@gmail.com

EDUCATION

2018 – Master's in
Design/Branding
Federal University of Santa
Catarina – Brazil

2015 – Specialization in Gender
and Sexuality – State University
of Rio de Janeiro – Brazil

2008 – Specialization in Events
Management – Swiss Hospitality
Management School – Swiss

2007 – Bachelor's in Graphic
Design – Federal University of
Santa Catarina – Brazil

REFERENCES

PhD. Cristina Colombo Nunes
crisnunes@gmail.com

Evandro Badin – JA Brazil
diretoria@ja-sc.org.br

PhD Luiz Salomão Gonçalves
salomao@cce.ufsc.br

PhD Marília Gonçalves Matos
marilia.goncalves@ufsc.br

SKILLS

Fluent English – international
business experience.

Advanced Spanish, Native
Portuguese (Brazil), Basic
French and Italian

Full domain: Microsoft Word,
Excel, Powerpoint, Adobe
Illustrator, Photoshop, Indesign
Internet research and social
media.

Event Management skills

OBJECTIVE

To leverage my 8+ years of project management experience, design-thinking skills, and expertise on the educational environment into an instructor role.

TOPICS OF INTEREST

Design, branding, events management, marketing, communication, consumerism & economics, entrepreneurship, NGOs, sexuality and gender, LGBT.

WORK EXPERIENCE

2016 - 18 : RESEARCHER

Master student of the Design program in Federal University of Santa Catarina (Brazil). Research topic: considerations on sexuality and gender for branding practices. Activities performed: branding projects for small business, Design Camp 2015, see publications below. Classes taught: Social Design, Social Entrepreneurship and Consumerism & Economics – teaching internship.

2010 - 18 : PROJECT MANAGER

Freelancer events producer for different modalities of design, promotional marketing & events projects – Florianópolis, Rio de Janeiro, São Paulo and Brasília (Brazil). Activities performed: focal point for clients demands, taking briefings, presenting proposals, planning, control, execution, supervising and report. See projects list below.

SEP / 13 - MAR / 14 : SOCIAL DESIGNER

Project manager for Project "Além do Arco Iris" AfroReggae – Rio de Janeiro (Brazil). Structuring and coordination of social project aimed at the social care of LGBT population in social risk status (travestites) Elaboration of written content for collection of social service booklets – Conversas Collection. Coordination of team: 01 social worker and 01 project agent. See publications below

JUN / 13 - AUG / 13 : CHIEF OF PROTOCOL

Head of cabinet for the Ministry of Institutional Relations – Federal Government of Brazil. Chief of protocol for Minister Ideli Salvati. Activities performed: construction and control of agenda, traveling arrangements, participation on events and had-oc duties.

2008 - 2009 : TRAINEE IN TRADE - FAIRS

Trainee for AsiaCongress – Bangkok (Thailand). Overall events production, logistics, operations, reception, hosting and welcoming, handling suppliers, day by day follow up. Congresses, conferences, trade fairs, & meetings.

2006 - 2010 : GRAPHIC DESIGNER

Freelancer as creative planner for online and offline material. Activities performed: handling client's requests, creative production, art finalization, editing and printing. 1-year experience with digital and offset printing.

1999 - 2002 : INSTRUCTOR

Student and instructor of notions of entrepreneurship for Junior Achievement Brazil. Prizes for best manager, MESE (market simulation game) and participation on the JA Convention for young entrepreneurs (Cordoba/Argentina – 2000).

PUBLICATIONS / PRESENTATIONS

FREIRE, P. S. ; GONCALVES, M. M. ; PASQUALOTTO, Felipe P. . Empreendedorismo social LGBT: como a formação de redes e iniciativas colaborativas pode atuar na resolução de dilemas sociais baseados em sexualidade e identidade de gênero. TRIÁDE: COMUNICAÇÃO, CULTURA E MÍDIA, v. 5, p. 179-193, 2017.

SALVI, N. C. ; GUEDES, I. L. ; PASQUALOTTO, Felipe P. ; GOMEZ, L. S. R. ; GONCALVES, M. M. . Design Camp LOGO UFSC: a proposition of immersive experience in the textile market for design students. 2017. (Apresentação de Trabalho/Conferência ou palestra).

PASQUALOTTO, Felipe P.; GUEDES, I. L. ; GOMEZ, L. S. R. ; GONCALVES, M. M. . Empreendedorismo Social: Nova Roupagem ou Mudança de Paradigmas? Revista de Empreendedorismo e Gestão de MPE, v. 2, p. 143-155, 2017.

PASQUALOTTO, Felipe P.; MERINO, E. ; MERINO, G. S. ; GONCALVES, M. M. . Desafios do Design frente aos novos modelos de Negócio: um olhar sobre o empreendedorismo social no Brasil. 2016. (Apresentação de trabalho/Congresso)

PASQUALOTTO, Felipe P.; MELO, F. ; MEHANNA, A. ; ADAS, A. ; QUITERIO, D. ; SALDANHA, R. ; ABES, C. ; NUNNES, T. . Diálogos em Quartos Escuros. 2016 (Book Org.).

PASQUALOTTO, Felipe P.; GARCIA, M. ; AMARAL, T. S. ; COSTA, D. . Coleção Conversas - AfroReggae. 2014. (Conselho Editorial).
Link: <http://www.afroreggae.org/editora/colecao-conversas>

"Social movements as knowledge builders" ENSP/FIOCRUZ, 2013:
<http://www.ensp.fiocruz.br/portal-ensp/informe/site/materia/detalhe/33844>

Afroreggae project "Além do Arco Íris" aiming to create awareness on the social context of travestites in Brazil:
<https://vimeo.com/81232433>
<https://www.youtube.com/watch?v=eljPk3IWGZU>

Article "The Big Gap" for e-magazine "IGLYO on Gender":
http://www.iglyo.com/wp-content/uploads/2012/04/iglyo_on_gender_web.pdf

RANZAN, E. M. ; SOUSA, R. P. L. ; PASQUALOTTO, Felipe P. . Conhecimento, cultura e desenvolvimento da marca: a articulação entre a memória organizacional e a identidade organizacional. In: V Congresso Internacional do Conhecimento e Inovação, 2015, Joinville/SC. Anais do 5º. Congresso Internacional de Conhecimento e Inovação (ciKi) (12 e 13 de novembro de 2015, Joinville, Santa Catarina, Brasil). Florianópolis: EGC, 2015. v. 1. p. 1-747.

MACHADO, F. ; MELANIE, S. ; SOUSA, R. P. L. ; PASQUALOTTO, Felipe P. ; GONCALVES, M. M. ; FIALHO, F. ; NUNES, C. C. . Economia criativa, criatividade e design: A pesquisa Blue Sky para o processo intuitivo em projetos de design. 2017. (Apresentação de Trabalho/Congresso).

CV LATTES PLATFORM:

<http://lattes.cnpq.br/0056495114404872>

LINKED IN PROFILE:

www.linkedin.com/in/felipepetik

PROJECTS

Executive director of NGO "Instituto Marieta" - Brazil; organization dedicated to the promotion of projects on diversity as a tool for social inclusion
Site: www.institutomarieta.org

Winner of the 1st contest for LGBT entrepreneurship in Brazil - NESST. Link: <http://www.protestoverde.com.br/abc-do-lgbt-ganha-o-concurso-negocios-sociais-lgbt/>

Project manager for SCMC Design Camp 2015:
<https://www.youtube.com/watch?v=y1-6PqrT4QM>

Key-account manager for "Feirão CAIXA" 2014 and official ceremonies of "Minha Casa Minha Vida"

Seminar on Diversity and Prejudice - CAIXA 2014

Content and project manager for "Cultura de Ponta" Afroreggae 2013

Overall supervision of the Federal Government of Brazil regional conventions - Ministry of Institutional Relations. 2013

Project manager for "Oral B" promotion for Salvador Carnival 2012

Logistics assistant for Ethanol Summit 2011

Executive Producer Syngenta Convention Brazil 2010

Operational Assistant for: CEPSI 2008 - Macau, IAAPA 2008 - Macau & GASEX 2008 - Hanoi

Project manager for SHMS annual banquet 2007

Operational assistant for social events, promotional marketing and fairs.