

Separador 1



raquelppais@gmail.com

+351 916 311 187

linkedin.com/in/raquel-pais

www.acapucha.com

Porto, Portugal

Raquel Pais, MSc, MA

Senior communication designer and programme leader with 10+ years in social entrepreneurship and cultural institutions, holding an MSc in Social Business and Entrepreneurship (LSE) and a background in design-led strategy. Successfully secured €75K+ in funding with a 90% success rate, managed €100K budgets, and forged partnerships with public, philanthropic, and international stakeholders. Combines strategic analysis, creative problem-solving, and stakeholder-focused communication to deliver measurable, scalable social and environmental outcomes.

Key Skills

Programme Strategy and Delivery; Partnership Development; Stakeholder Management; Theory of Change; Outcomes and Indicators; Monitoring and Evaluation (M&E); Grant Writing; Donor Reporting; ESG and Sustainability Programmes; Community Engagement; Workshop Facilitation; Impact Communications; Content Strategy; Brand narrative; Community Engagement; Arts&Culture Strategy; Cross-functional Coordination

Work Experience

03/2025 – 06/2025

Impact Content & Events Associate, Top Tier Impact, Remote

Supported a global impact ecosystem of investors and entrepreneurs through content strategy, digital engagement, and online event delivery.

- Led the end-to-end redesign of the membership website, improving the conversion journey through clearer value proposition, UX structure, and content strategy.
- Supported coordination of 5 global online events, reaching ~150 participants across 30 countries, including speaker support, scheduling, comms, and live execution.
- Researched and supported partnership outreach to investors, founders, and ecosystem organisations.
- Built event and content assets (visuals, landing pages, toolkits) to improve conversion, consistency, and brand clarity across channels.

- 05/2025 – present **Founding Member, The Dream Lab, Remote**
 Co-founded a cultural innovation lab applying artistic methodologies to organisational innovation, wellbeing, and future-of-work skills.
- Co-developed programme concept, positioning, and Theory of Change.
 - Designed workshop formats integrating performing arts + design + behavioural science principles.
 - Building partnerships with corporates, NGOs, and cultural institutions to launch pilot learning programmes in the Health and Arts sectors.
- 02/2022 – 10/2023 **Programme Manager, INSTITUTO, Porto, Portugal**
 Managed annual programming and operations for an independent arts and architecture centre focused on democratising architecture and inclusive spatial practice.
- Led annual programme planning and delivery, managing an operating budget of €100K and coordinating 30+ activities across exhibitions, talks, and public programming.
 - Secured €75K+ in funding through grant writing, reporting, and budget proposals (local and national government, EU funding, Swedish Arts Grants Committee) with a 90% grant success rate.
 - Managed high-profile partnerships and stakeholder relationships with institutions including Venice Biennale, Canadian Centre for Architecture, and IASP Stockholm.
 - Represented the organisation publicly through events and speaking engagements, strengthening credibility and institutional visibility.
- 02/2019 – 09/2021 **Curatorial Assistant, Porto Design Biennale, Portugal**
 Delivered exhibitions and public programming for Portugal's flagship design biennale.
- Coordinated end-to-end development and delivery of 10 exhibitions + 2 international conferences across two editions.
 - Led coordination across a team of 15 curators and 50+ international participants, aligning stakeholders across academia, design, and industry.
 - Managed planning, timelines, and delivery across 15 venues, coordinating exhibitions, workshops, talks, production, communications, and design teams.
 - Supported selection and delivery of satellite projects, enabling inclusive public workshops and community-led discussions.
 - Contributed to editorial and publication outputs, supporting dissemination and long-term programme visibility.
- 10/2013 – present **Co-Founder, À CAPUCHA!, Porto, Portugal**
 Research-driven design practice and social enterprise supporting rural women artisans through ethical production, craft-based livelihoods, and storytelling.
- Co-founded and scaled a craft-based social enterprise in partnership with rural women artisans, strengthening livelihoods through sustainable production and market access.
 - Designed and implemented production, pricing, and communication systems supporting income stability and long-term artisan collaboration.
 - Designed, produced, and launched 6 collections and 19 products over 5 years, managing end-to-end delivery from concept to go-to-market.

- Built partnerships with institutions including Calouste Gulbenkian Foundation, Serralves Foundation, and University of Porto, strengthening legitimacy and enabling opportunities for funding and visibility.
- Supported private sector sustainability projects (including Prio Energy) through brand development aligned with green economy priorities.

- 06/2010 – 02/2011 **Junior Designer, Pogo Creative Co. [INOV-Artes granting programme]**
Supported branding and design projects for international clients, including MTV, Jazmín Chebar, and Mercado Libre.
- 04/2009 – 06/2009 **Design Intern, Base Design, New York, USA**
Contributed to branding and design projects for clients, including The New York Times, MoMA, and the City of New York.
- 01/2009 – 03/2009 **Design Intern, BIZU - Design com conteúdo, São Paulo, Brazil**
Supported editorial, packaging, and identity design projects for brands including Allianz, Melissa, and Natura, and cultural institutions including Folha de S. Paulo and MASP.

Education

- 2022 – 2023 **MSc Executive Master in Social Business and Entrepreneurship**, with Distinction
The Marshall Institute, London School of Economics and Political Science, UK
- 2011 – 2012 **MA in Applied Imagination in the Creative Industries— Design**, with Distinction
Central Saint-Martins College of Art and Design, London, UK
- 2004 – 2008 **Bachelor's Degree in Communication Design** with Merit,
Faculty of Fine Arts of Porto University, Portugal

Volunteering

- 08/2024 – present **EMSBE Alumni Ambassador, The Marshall Institute - LSE**
- 02/2024 – present **Biquinha em Ação, Teacher for disadvantaged primary school students.**
- 08/2024 – 02/2025 **Os230, External Relations**
- 10/2011 – 12/2011 **Serralves Foundation, Museum Assistant**

Selected Publications

- 08/03/2024 **Logotipo: O populismo do gosto ou o gosto pelo populismo?**
Público Newspaper
- 02/2023 **A step forward, a step back. Cultural souvenirs as meeting points between design and craftsmanship in *Design and Craft: 22 verbs - 22 authors***
Cláudia Albino, Carla Paoliello (Eds.)
ID+ Instituto de Investigação em Design, Media e Cultura, Aveiro University
ISSN: 978-972-789-817-6

10/2011 – 12/2011 **Alter— journals Porto Design Biennale' 21, #1, #2, #3, #4, #5**
Alastair Fuad-Luke, Andreia Faria, Magda Seifert, Raquel Pais (Coord.)
esad-idea, Matosinhos
ISSN: 2184-9226 (EN) / 2184-9196 (PT)

12/2019 **Post Millennium, #1, #2, #3**
José Bártolo, Andreia Faria, Raquel Pais (Eds.).
esad-idea, Matosinhos
ISSN: 978-989-54525-5-2; 978-989-54525-6-9; 978-989-54525-7-6

Languages
Portuguese: Native Speaker
English: Fluente (C1)
Spanish: Fluent (C1)
French: Conversational

Tools
Google Workspace
MS Office
Adobe Creative Suite
Squarespace
Wordpress
Canva
Mailchimp