PORTFOLIO 2024

GISELE BRAGA



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ILLUSTRATOR | GRAPHIC DESIGNER

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giselebragailustra@gmail.com
www.gibraga.com.br

SOFTWARE

PHOTOSHOP

ILLUSTRATOR

PROCREATE

FRESCO

FIGMA

TOON BOON

AFTER EFFECTS

EDUCATION

EBAC - British School of Creative Arts and Technology
Illustration | 2022

PUC - Pontifical Catholic University
Graphic Design | 2015

UFRJ - Federal University of Rio de Janeiro
Architecture and urbanism | 2009

ABOUT ME

I'm a freelance illustrator and graphic designer from Rio de Janeiro, Brazil.

I consider myself a totally versatile and self-taught artist. I love creating digital illustrations, as well as traditional ones, using paper, watercolor, colored pencils, etc. I also love illustrating fabric, ceramics and objects in general.

I love challenges and the endless possibilities that the world of illustration offers me.

I participated in several graphic projects and I believe in art as the most sublime instrument of connection and transformation.

LANGUAGES

Portuguese

English

Spanish

SOCIAL MEDIA

Behance https://www.behance.net/giselebraga3
Instagram @gi__braga
Linkedin https://www.linkedin.com/in/giselebragailustra/
Twitter https://twitter.com/gi__braga

ADVERTISING

KIBON®

Carnival is the biggest Brazilian popular festival; and Kibon,
a leading brand in the ice cream market, could not be left out.

In order to celebrate the festivities, I made a concept campaign for Kibon named "Bloco da Kibon"
which features illustrations of excited people ("foliões" in Portuguese who
enjoy to celebrate carnival) enjoying this amazing party that only Brazil has it,
with the most refreshing brand's popsicles.

The campaign is a way for Kibon to connect with the Brazilian public
in this large festive and celebrate Carnival - a party that is synonymous with joy
and fun, and which always takes place in the heat of summer.

And there's nothing better than a popsicle to cool off in the heat that this season brings, right? Who doesn't love it?




Bloco da Kibon
FRUTTARE
Bloco da Kibon
MORANGO
FRUTTARE
Bloco da Kibon
UVA
FRUTTARE
Bloco da Kibon
LIMÃO
KIBON


Bloco da Kibon
KIBON







So, carnival has arrived, and Kibon is inviting everyone to the "Bloco da Kibon".

And there's no limits in this party, the "foliões" can cool off as much as they want.

There will be lots of Kibon popsicles made with refreshing fruits like strawberry, grape, lemon popsicles and much more.

Don't miss it and come enjoy the "Bloco da Kibon"!!



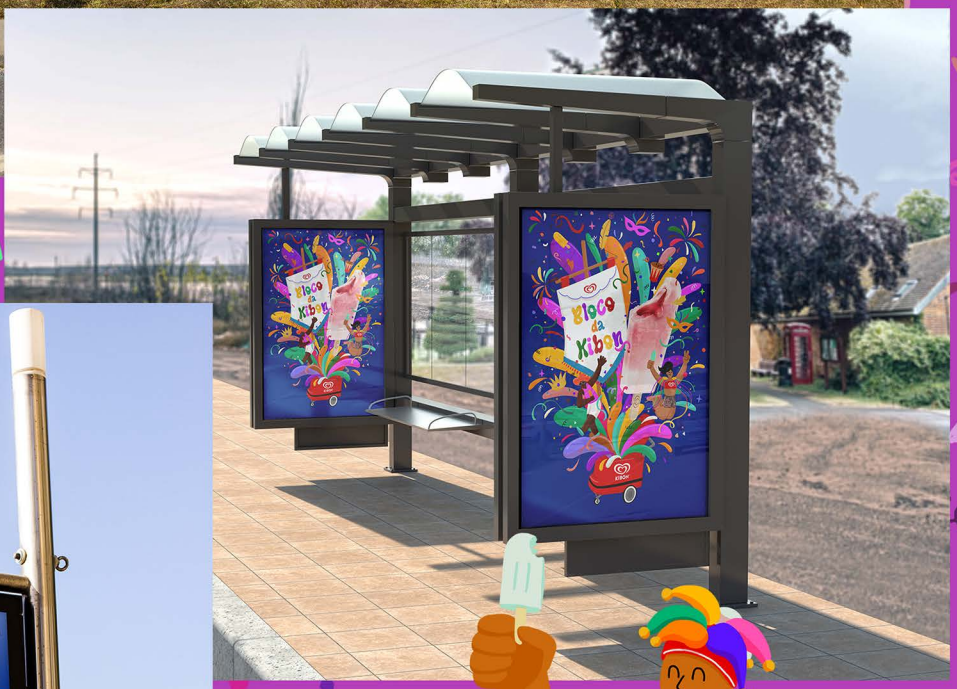




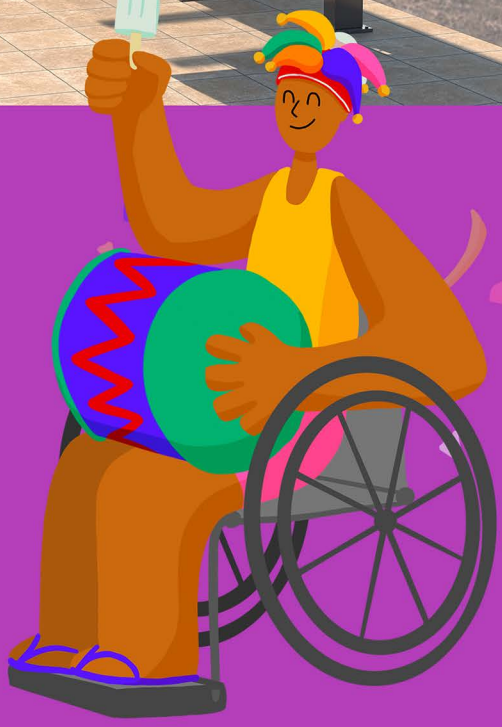

Bloco da Kibon
KIBON


FRUTTARE
FRUTTARE
FRUTTARE
MORANGO
UVA
LIMÃO
KIBON
Bloco da Kibon
KIBON




Bloco da Kibon


Bloco da Kibon
9:43




FRUTTARE
FRUTTARE
FRUTTARE
Bloco da Kibon
KIBON
Bloco da Kibon
KIBON
Bloco da Kibon
KIBON

O café que conecta!

As a coffee lover, I decided to create this concept project for an advertising campaign for the Brazilian coffee brand "3 Corações" called "The coffee that connects". This brand is one of the most consumed in Brazil today.

In the brazilian culture, it is very common for families and friends to gather around the table to drink coffee and talk. This campaign shows how coffee can help people connect with each other, strengthening bonds or simply taking a break to have a good cup of it and chat.







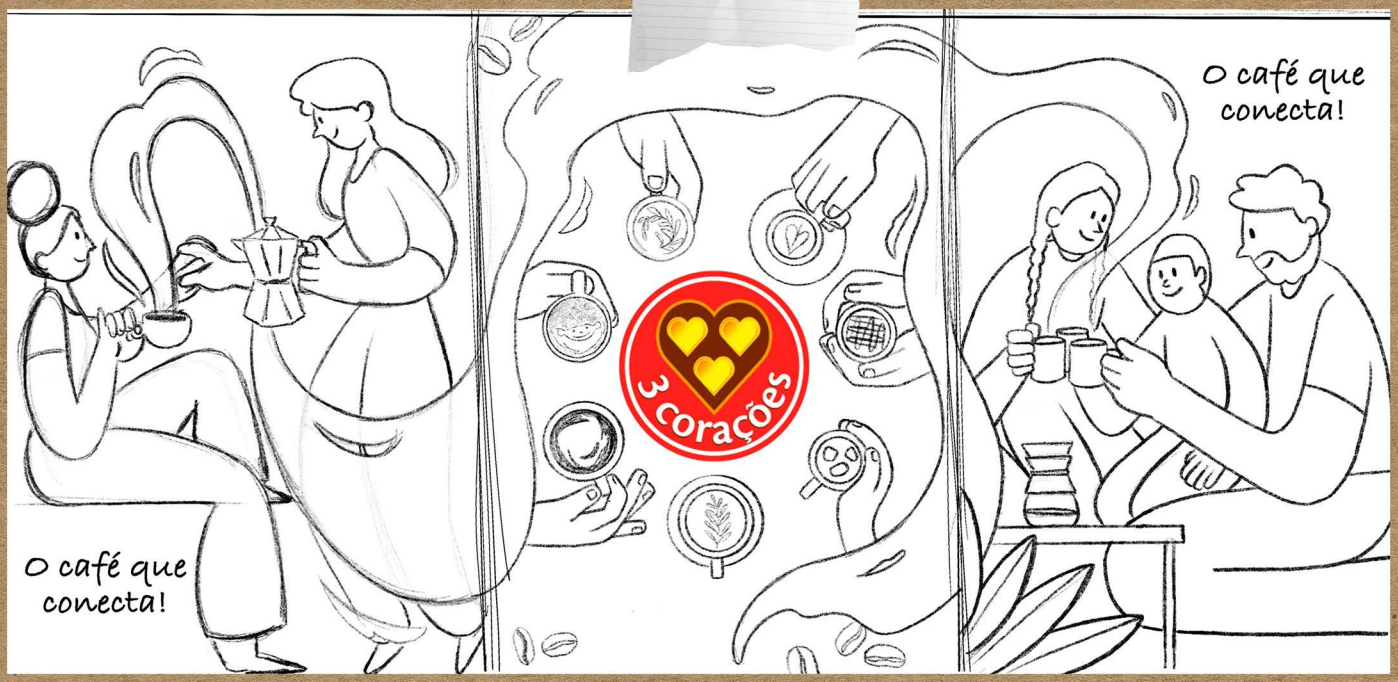





O café que conecta!
3 corações


O café que conecta!
O café que conecta!
3 corações
O café que conecta!

Sketch


O café que conecta!
3 corações
O café que conecta!


3 corações
O café que conecta!


3 corações
O café que conecta!



Viva todas as formas de AMOR

This is a concept project for Havaianas, a Brazilian flip-flops and sandal brand, known worldwide.

That aim of this project is to present its LGBTQIAP+ pride campaign for 2024,
entitled "Long live all forms of love", wich brings illustration of the lesbian,
gay, bisexual and transgender communities.

As well as, the objective of the campaign is to bring, also,
diversity and assertiveness to the brand's prints, including different audiences in the community,
in order to celebrate the pride of being who we are,
mainly showing that every form of love is validated and must be respected.





havaianas



Viva todas as formas de AMOR

havaianas



Viva todas as formas de AMOR

havaianas



Viva todas as formas de AMOR

havaianas



Viva todas as formas de AMOR







Havaianas is a brand that has always been concerned with inclusion and diversity. The "Live all forms of love" campaign is a reaffirmation of this commitment, and a way to celebrate love in all its forms.

SEARCH AND FIND

FX

THE BEAR

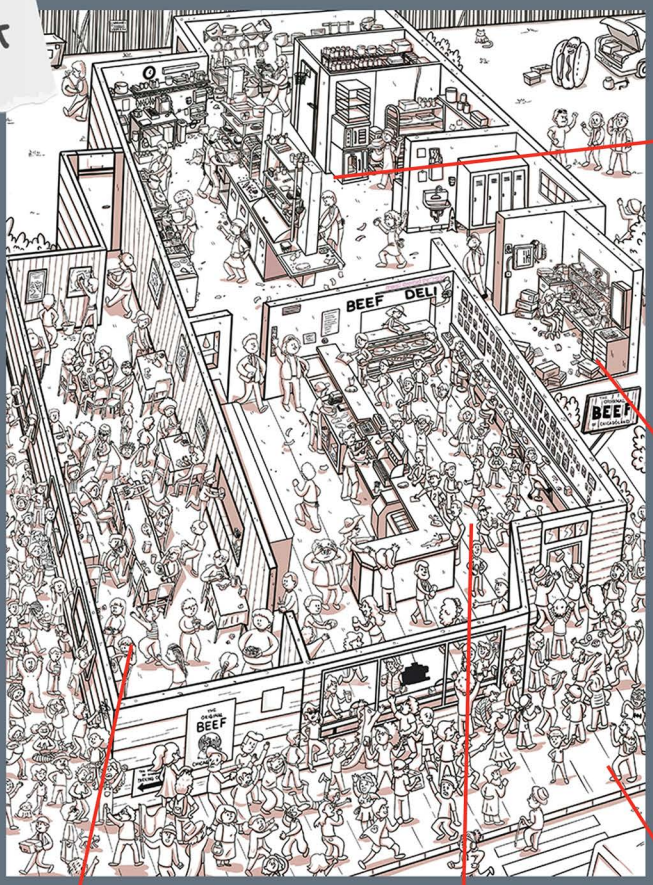


This is a fanart Seach and Find from the series "The Bear".

With the launch of the second season in 2023 and the chaotic energy that all the episodes of the series convey, I came up with the idea of creating a Search and Find for the most famous burger place of Chicago, The Original Beef of Chicagoland.

The years of architecture at UFRJ (Federal University of Rio de Janeiro) made me create the plan of the space just by watching some scenes from the series.

Lineart





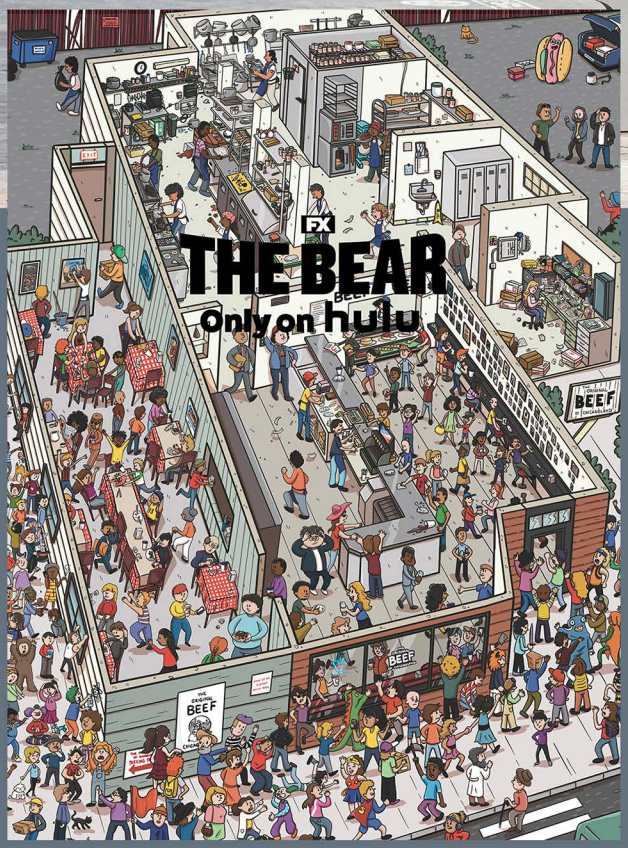












Banner and puzzles applications



DESCONTAÇO MELI

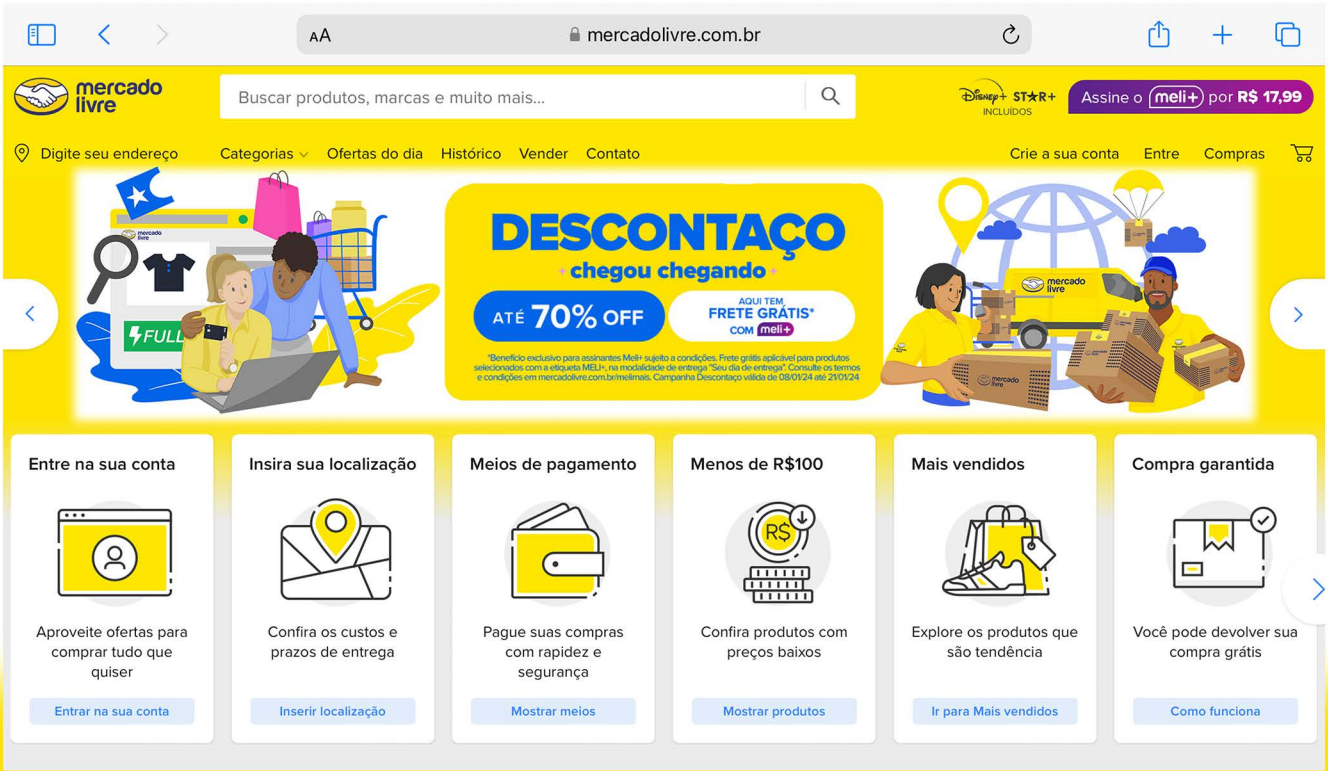
Conceptual illustration project to accompany the “Descontaço” (huge discount) campaign by the company Mercado Livre.

The illustrations were produced in vector using Adobe Fresco. And they can be used in website banners, social media posts, among other applications.





Banner Application



Instagram post



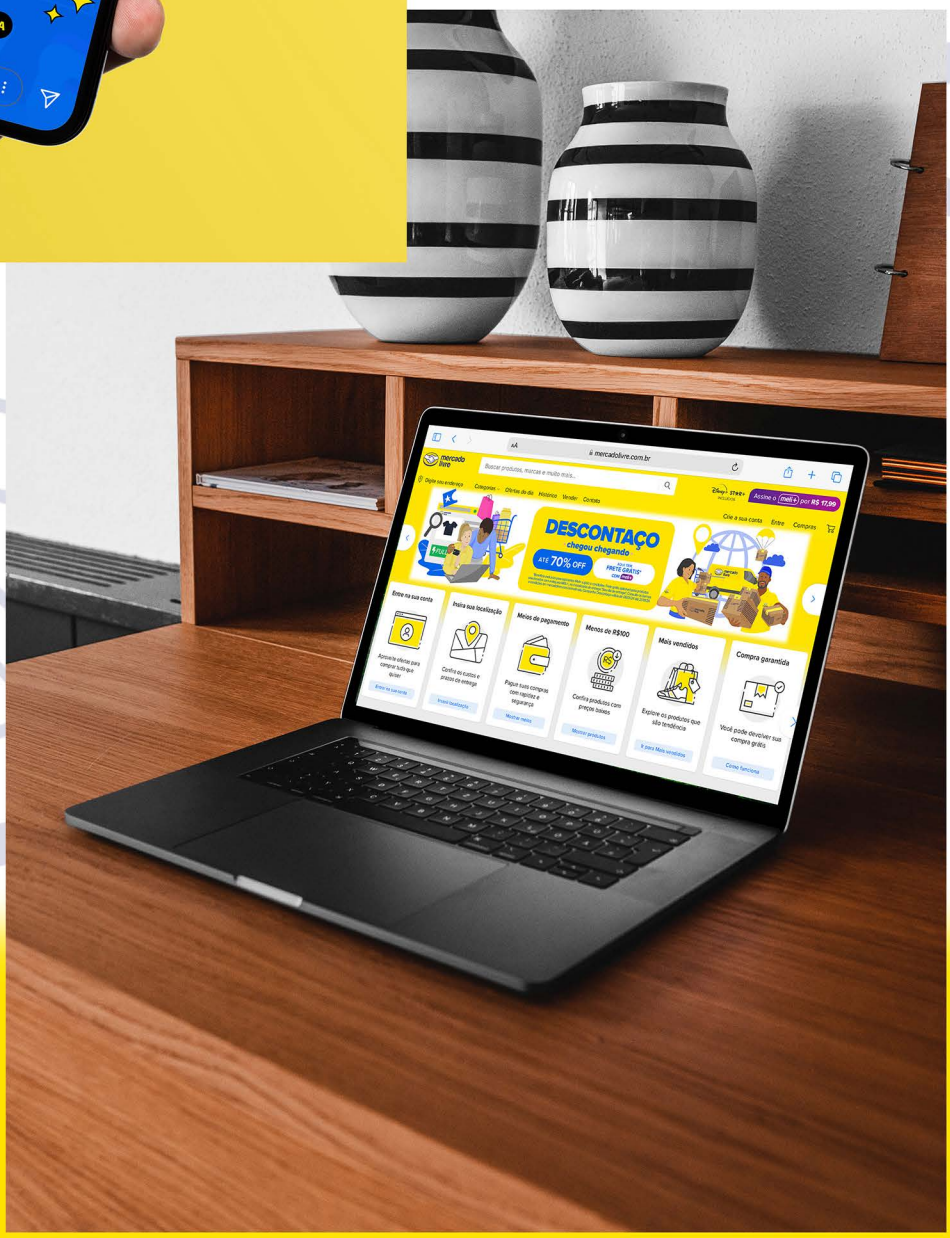


Instagram stories






Mercadolivre 53m
O ENVIO MAIS
RÁPIDO
E SEGURO
ARRASTE PRA CIMA
Send message


mercado livre
DESCONTAÇO
chegou chegando
ATÉ 70% OFF
FRETE GRÁTIS*
Assine o meli+ por R$ 17,99
Entre na sua conta
Insira sua localização
Meios de pagamento
Menos de R$100
Mais vendidos
Compra garantida

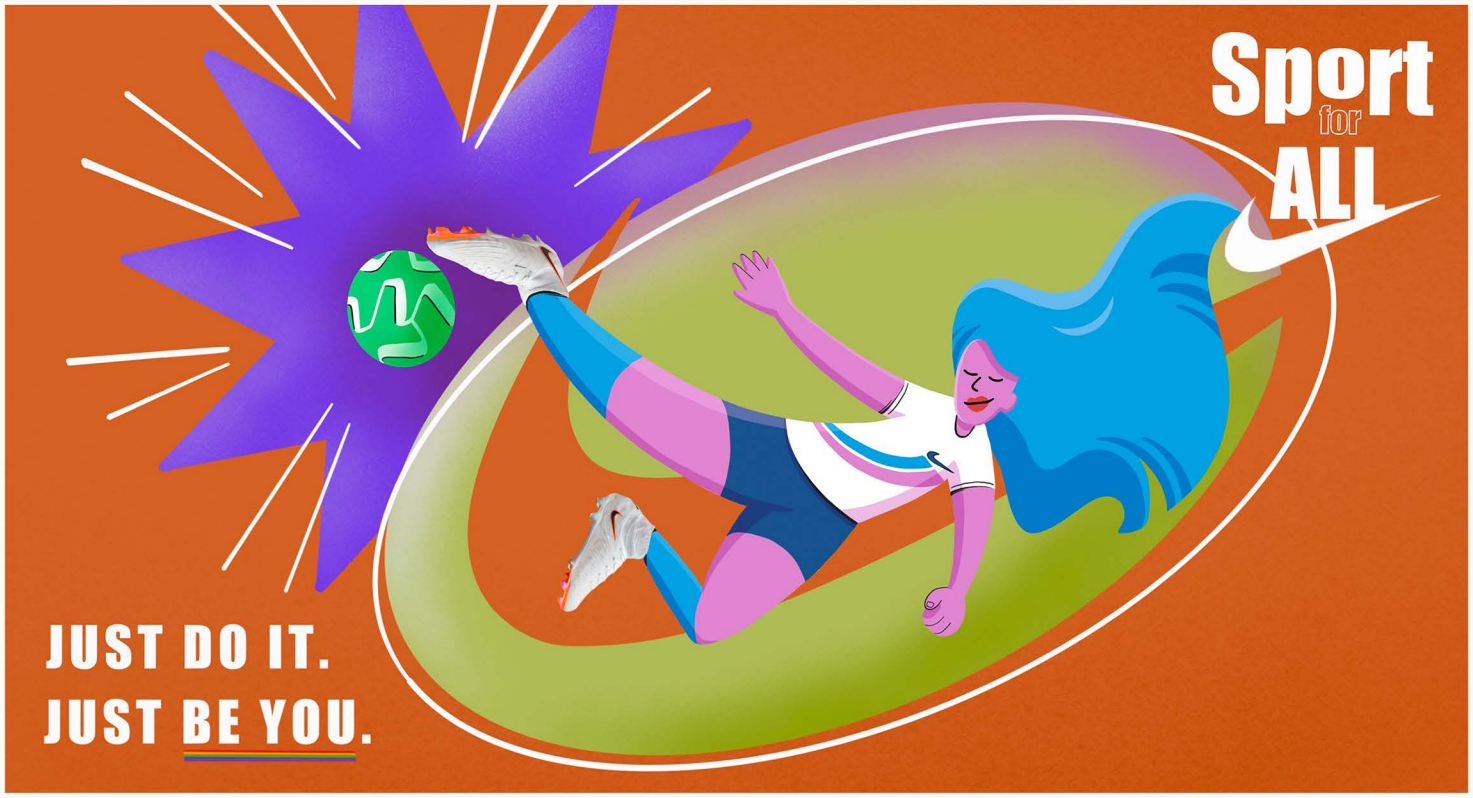
Sport for ALL

The "Sport for All" campaign is a conceptual advertising project using sneakers from three different sports from the Nike brand, aiming to normalize, promoting inclusion and respect to LGBTQIAP+ athletes who give their best in this admirable profession.

The campaign hopes to generate a positive impact on sports culture, contributing to the creation of a safer and more inclusive environment for LGBTQIAP+ athletes.

Project produced on Procreate using examples of gays, lesbians and trans athletes.




Sport
for
ALL
JUST DO IT.
JUST BE YOU.


Sport
for
ALL
JUST DO IT.
JUST BE YOU.


Sport
for
ALL
JUST DO IT.
JUST BE YOU.


Sport
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JUST DO IT.
JUST BE YOU.




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JUST BE YOU.

AMARULA

Personal promotional poster project for
the liqueur of the renowned African brand Amarula



Sketch



Line Art





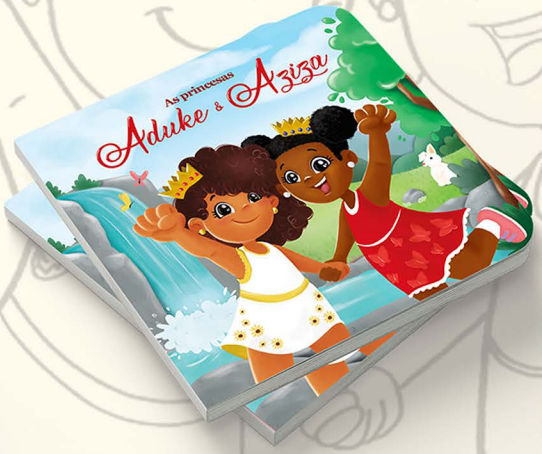


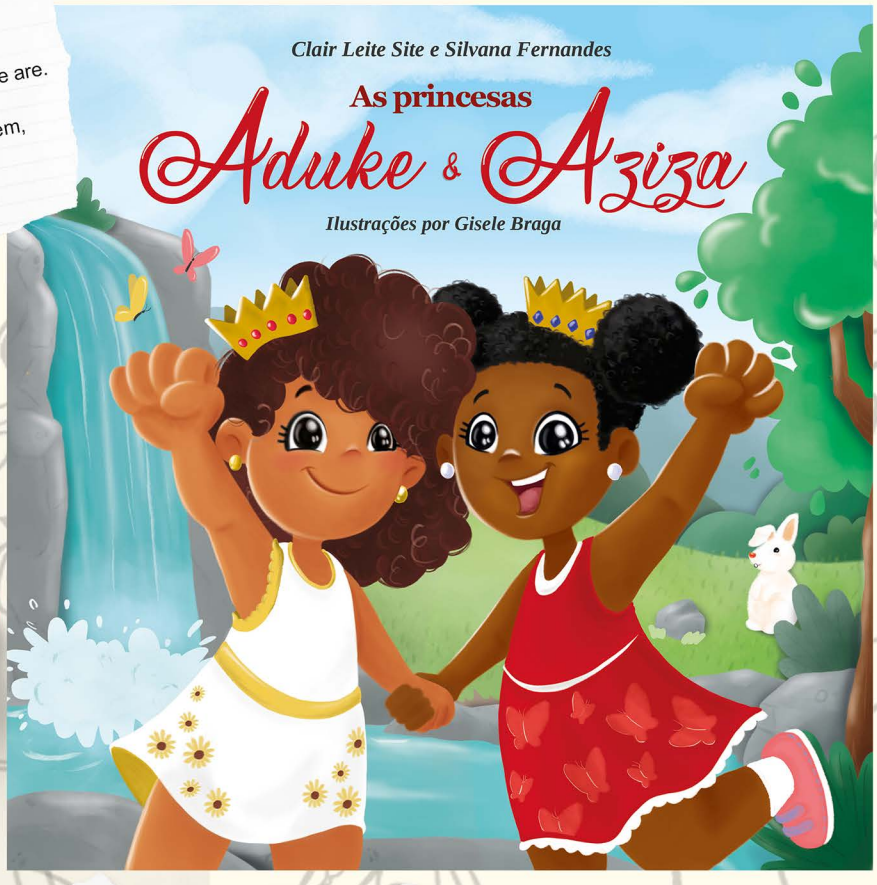


PUBLISHING

As princesas Aduke & Aziza

This incredible children's book, written by two pedagogues, has as its main theme the acceptance of who we are and how we are. Featuring two black kids with curly hair who suffered discrimination, like many children similar to them, and learned to love and accept their natural hair. It is a beautiful and encouraging story!





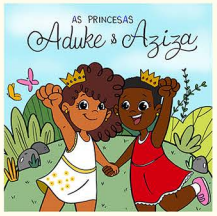






Alternative cover









storyboard

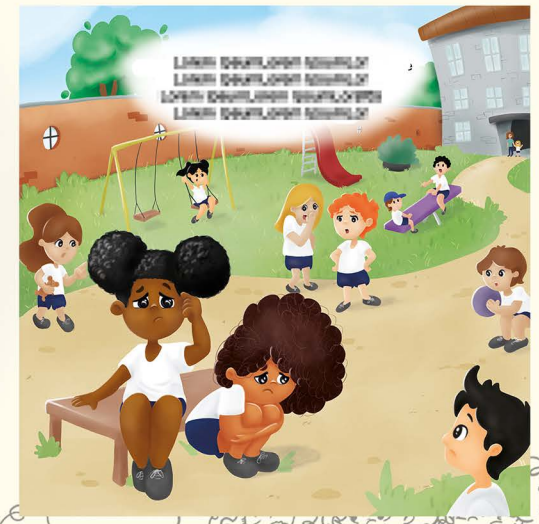


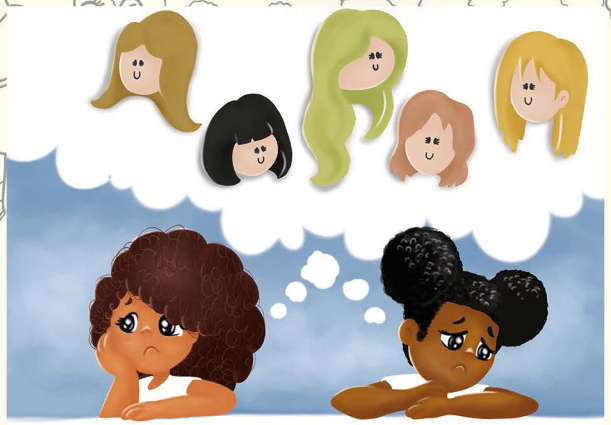







CULTIVE SUA COROA!







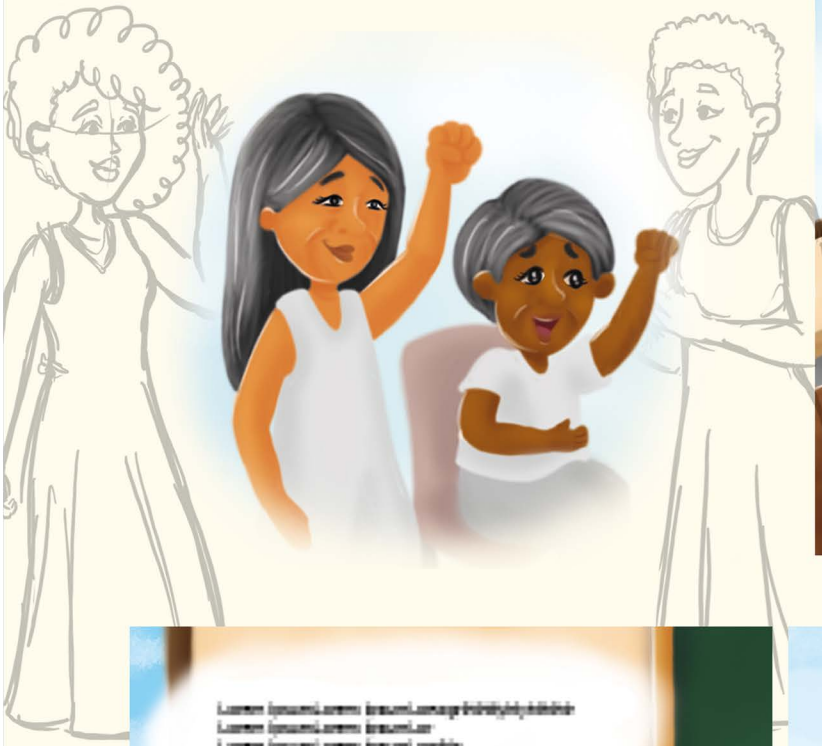

Você pode
Alisar
Cachear
Encrespar
Trançar
Raspar



Details








Meu cabelo, minha coroa
CABELO
CASA
CAMISA
CACHORRO
CAPA


CABELO
CASA
CAMISA
CACHORRO
CAPA


CULTIVE A SUA
COROA, TAMBÉM!

De Bem com a Vida

Illustrations of the fable by the writer and educator Nye Ribeiro from Minas Gerais, Brazil.
It is a didactic story that teaches children the value of self-esteem.
It is important that, from a young age, they understand that in order to lead a satisfactory life, they need to accept themselves as they are and not allow certain opinions to interfere with their life purposes.

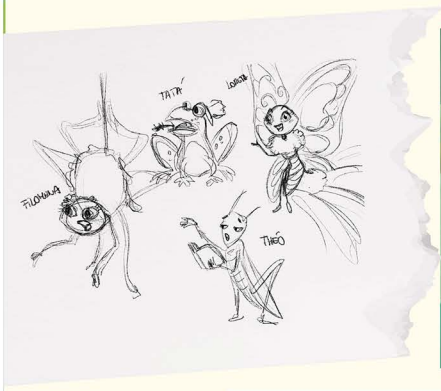




























Apo conhece o mundo

Personal project about the story of a girl called Apo,
raised by her mother and grandmother
in a community in Brazil
who dreams of traveling and seeing the whole world.
She does so, at the encouragement of her mother,
through books and imagination.

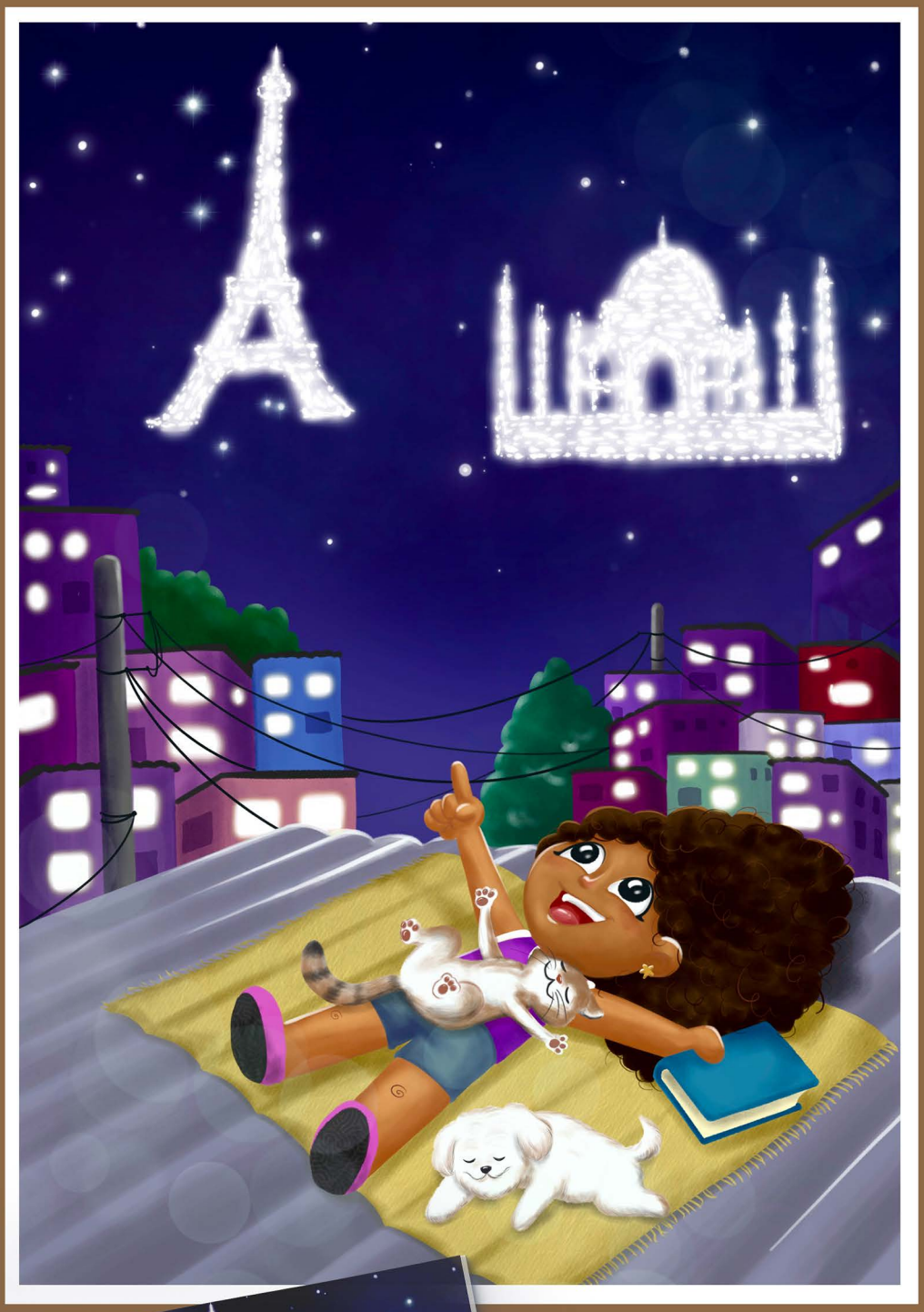
Illustrations developed in Procreate
and finished in Photoshop.

















Sketch





Line Art



count 1 to 5

Personal project of an illustrated children's book for children from 0 to 3 years old, teaching them to count from 1 to 5 through Illustrations of wild animals present in the Brazilian fauna; most of them are endangered.





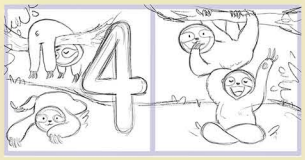
storyboard

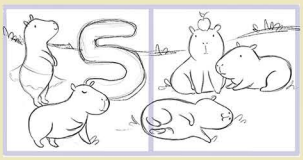


sketch















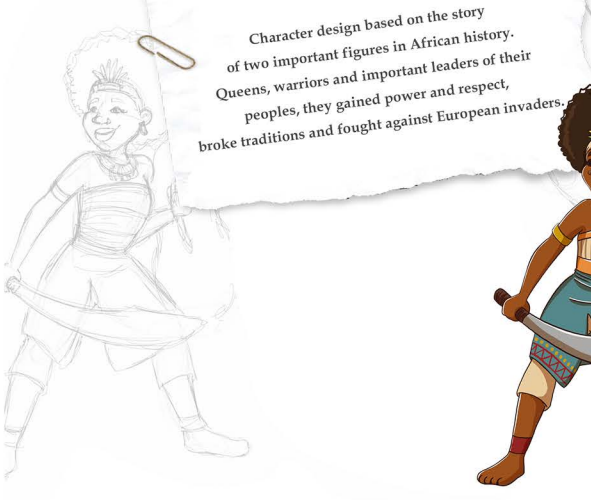






Character Design

Character design based on the story
of two important figures in African history.
Queens, warriors and important leaders of their
peoples, they gained power and respect,
broke traditions and fought against European invaders.







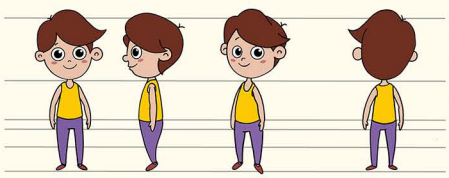


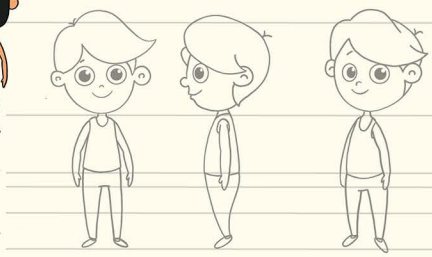


Character creation project and logo redesign
for a music school in Rio de Janeiro, Brazil.
The idea was to represent the instruments
that are taught at school being
played by children.

I used Photoshop and Illustrator for design
and final vectorization.









Poses







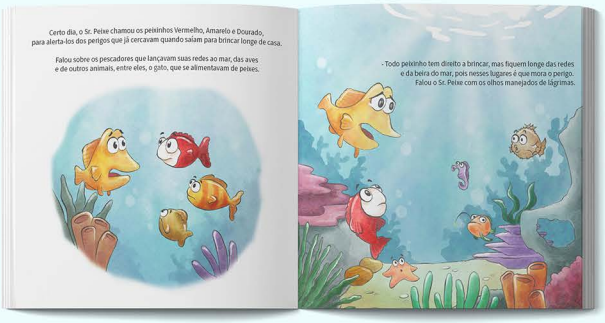


O Peixinho Vermelho

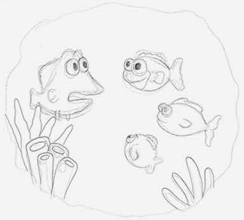
I made some illustrations as a personal project for the story of the red fish, a small fish that was taken from its home in the ocean and ended up living many adventures. It is a story about courage and overcoming.

Illustrations made in Adobe Fresco and finalized in Adobe photoshop.





Sketches





Certo dia, o Sr. Peixe chamou os peixinhos Vermelho, Amarelo e Dourado, para alerta-los dos perigos que já cercavam quando saíam para brincar longe de casa.

Falou sobre os pescadores que lançavam suas redes ao mar, das aves e de outros animais, entre eles, o gato, que se alimentavam de peixes.











Certo dia, entrou na loja um casal com 3 filhos. Duda, o mais velho, ficou maravilhado ao observaraquele belo peixinho vermelho que nadava de um lado para o outro no aquário. Os pais, notando o seu interesse, compraram-no e deram de presente ao filho.





CHILD'S *Playbook* OF PLAY



PERSONAL PROJECT - CHILD'S PLAYBOOK OF PLAY

I DEVELOPED SOME ILLUSTRATIONS OF CHILDREN'S GAMES FROM THE 90'S, WITH THE INTENTION OF PRESENTING AND STIMULATING TODAY'S CHILDREN. THIS IS A PERSONAL PROJECT BASED ON MY EXPERIENCE AS A TEACHER WITH CHILDREN WHO, DUE TO TECHNOLOGICAL DEVELOPMENTS, HAVE STOPPED PLAYING MANUALLY AS WAS DONE BEFORE AND KNOW FEW OF THESE GAMES.























CHARACTER DESIGN





line art

flat color

final













line art

flat color

final





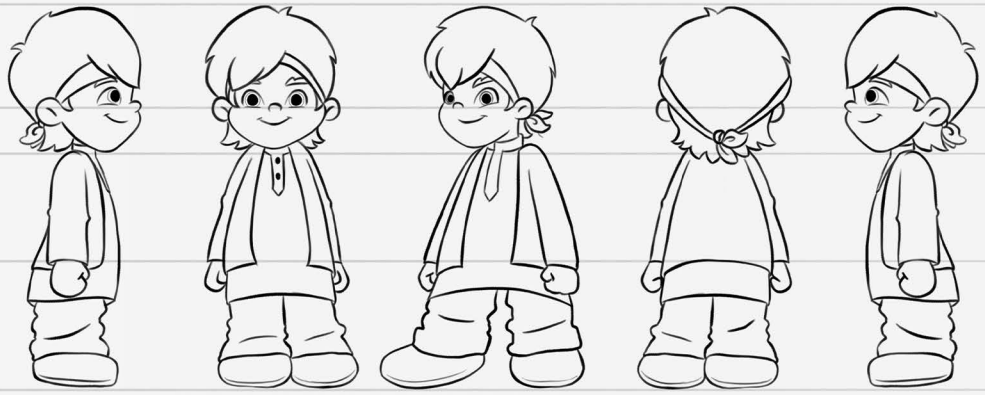




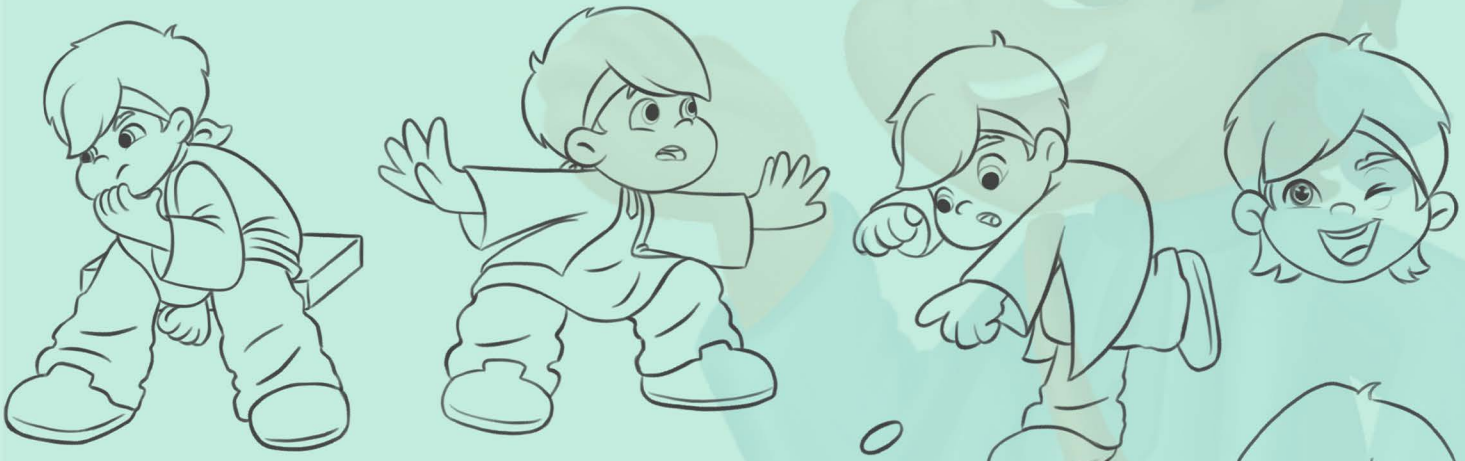








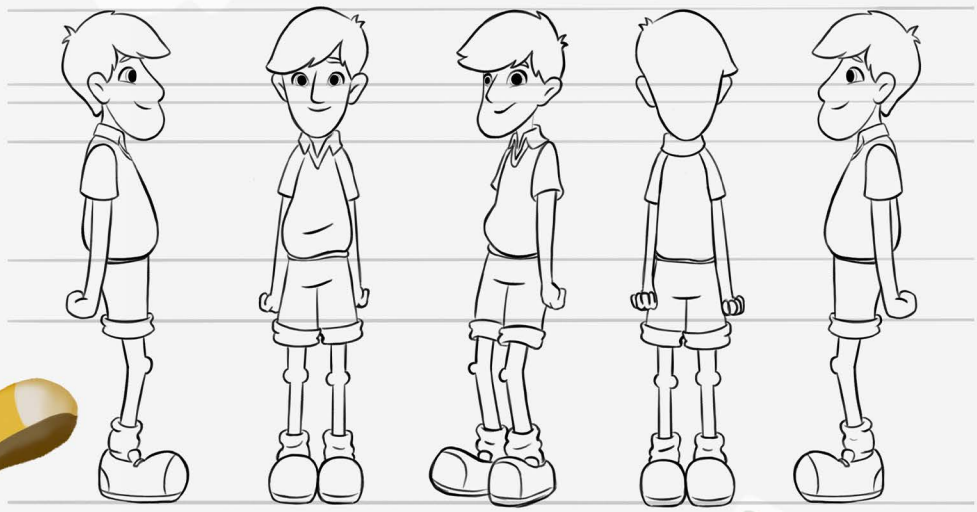






















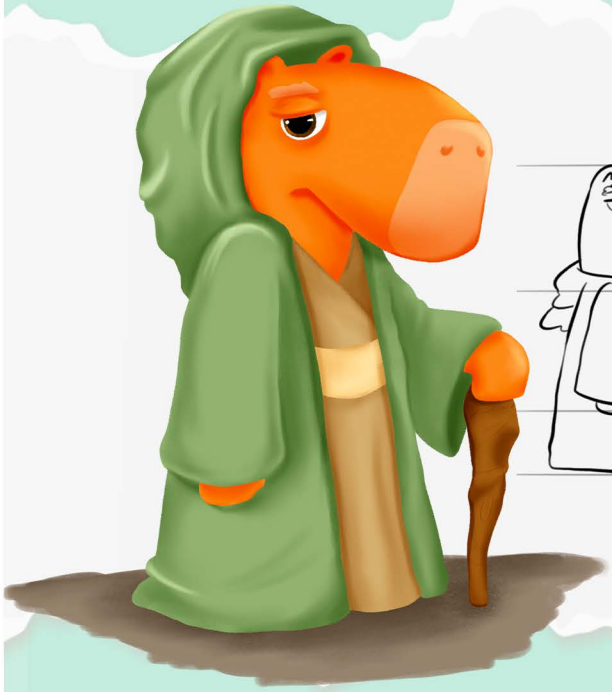


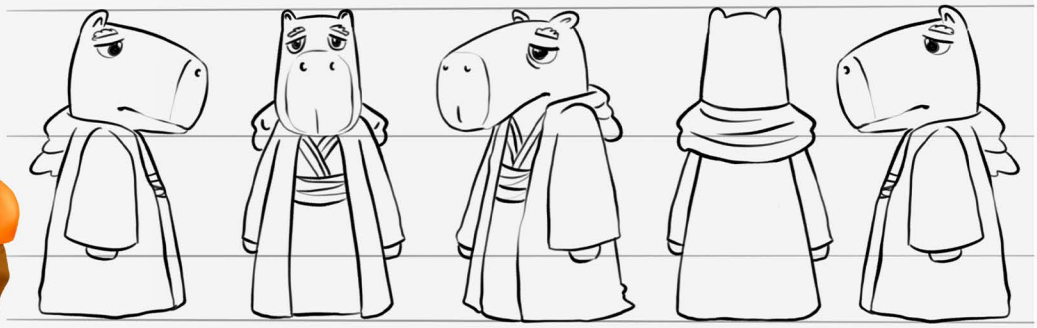




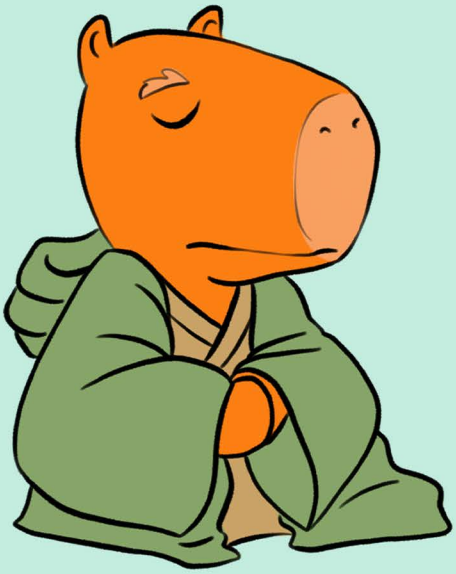












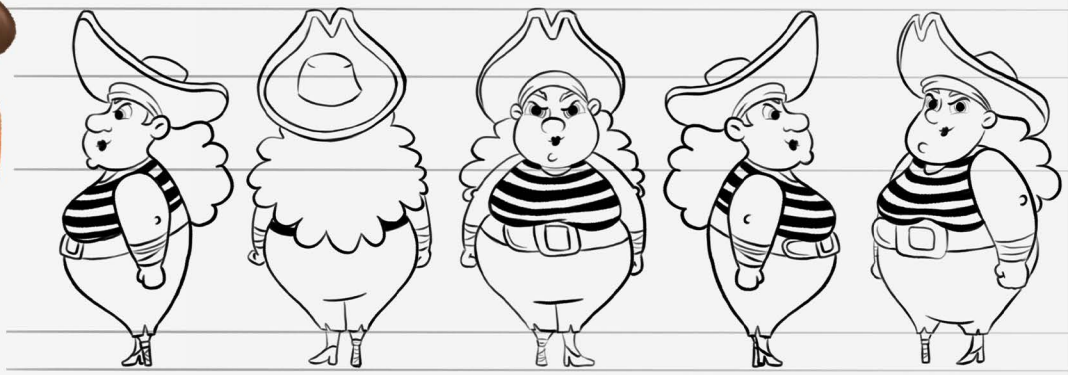






























EDITORIAL

SAVE THE AMAZON SAVE OUR FUTURE



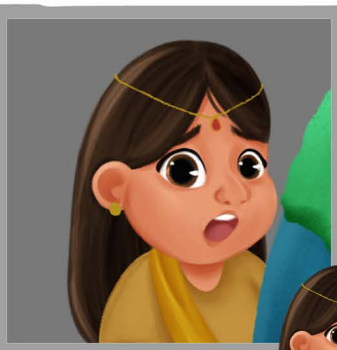
Line art



Flat color



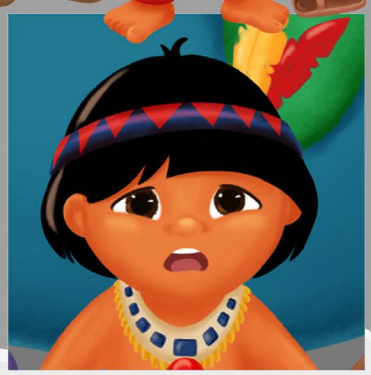
Final

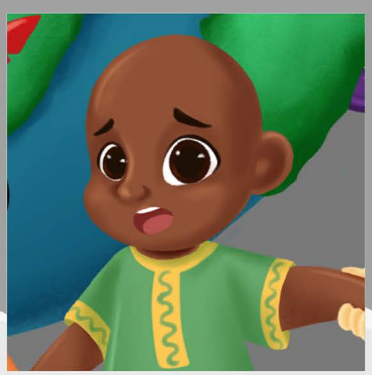














Piauí magazine mockup, Brazil



Time magazine mockup, US





Our Bodies, Ourselves

Illustration made in partnership with students from the Institute of Language Studies at Unicamp and the Faculty of Letters at UFRJ in their project to translate the work "Our Bodies, Ourselves", popularly known as OBOS).

The OBOS emerged as a result of the work of a feminist collective known as The Boston Women's Health Book Collective. First published in the 1970s in the United States, it became a best seller translated into more than thirty countries and discusses subjects such as abortion, pregnancy, body image, menopause, childbirth, racism, contraception, reproduction, safe sex, violence, LGBTQIA+ issues, in addition to many other topics.



The combination of practical information - based on honest reports from real women and clear scientific and political positions, which aim at the knowledge necessary for female empowerment and for the visibility of all of us - makes the book remain famous and so inspiring , a true legacy of and for the feminist movements.

The illustration accompanied a report by Le Monde Diplomatique Brasil about the translation project that is being carried out.

Publication in Le Monde Diplomatique Brasil website about the project.

LE MONDE diplomatique BRASIL



Arte de Gisele Braga

Tradução e Feminismo

A relação entre tradução e feminismo não é, de todo, nova. Ela está presente em analogias que refletem a forma como nossa sociedade machista se estrutura tradicionalmente. É o caso de verdadeiros bordões como "o original é homem e a tradução é mulher" (e, por isso, subalterna); traduções são "*belles infidèles*" (só são bonitas quando infiéis), que perduram mesmo com os movimentos de valorização da mulher que aparecem em obras e traduções feministas ao longo do tempo. Segundo Marie Dépêche, em 1832, uma das tradutoras mais lembradas quando se fala em tradução feminista, Nísia Floresta, ao traduzir *A vindication of the rights of woman: with strictures*

Cover versions for publishing the translation of the book.




Nossos corpos por nós mesmas


Um bestseller informando e inspirando mulheres de todas as gerações
Nossos corpos por nós mesmas
Tradução por Instituto de Estudos da Linguagem da Unicamp e da Faculdade de Letras da UFRJ
Nossos corpos por nós mesmas

GENERAL ILLUSTRATIONS

SEARCH AND FIND

the office

Illustration based on The Office season 5 episode 13, "Stress Relief".

In this episode, Dwight stages a fire in the office to test the office's fire safety skills, but things go from bad to worse. The chaotic energy of the opening scene inspired me to create the illustration.

Artwork made all in Procreate.











Sketch



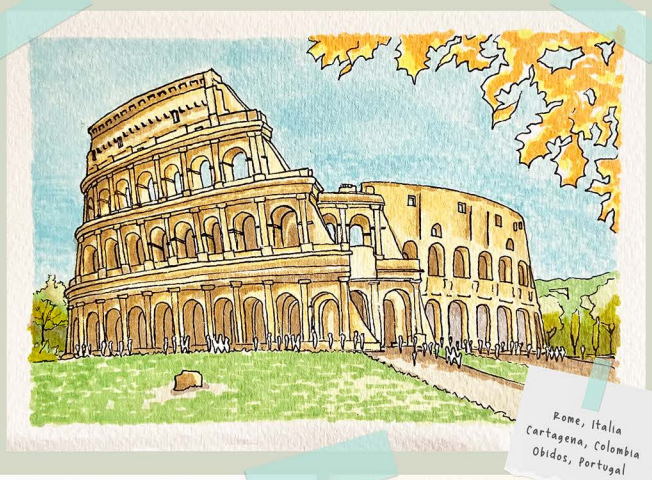
Lineart





URBAN SKETCHING

Illustrations of urban scenes and landscapes made on trips while I was at the locations. Art work made with watercolors, markers and ink.

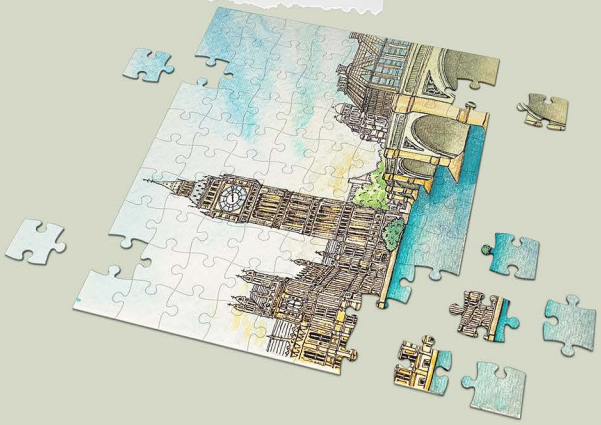


Rome, Italia
Cartagena, Colombia
Obidos, Portugal





London, England



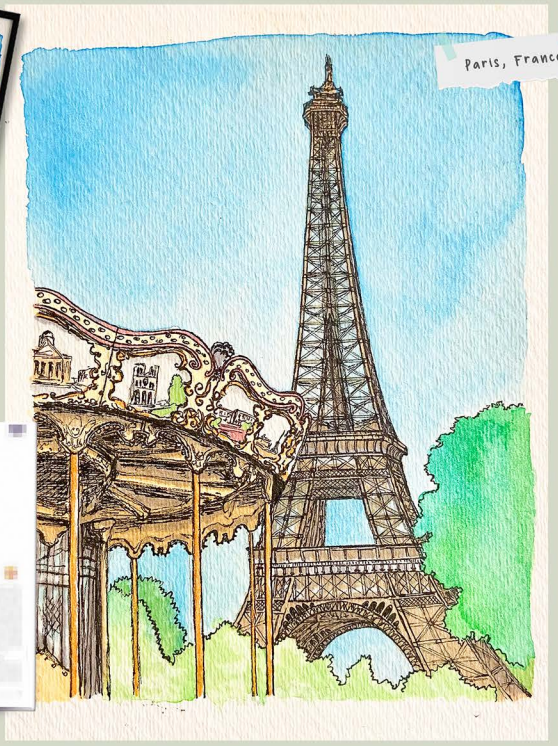




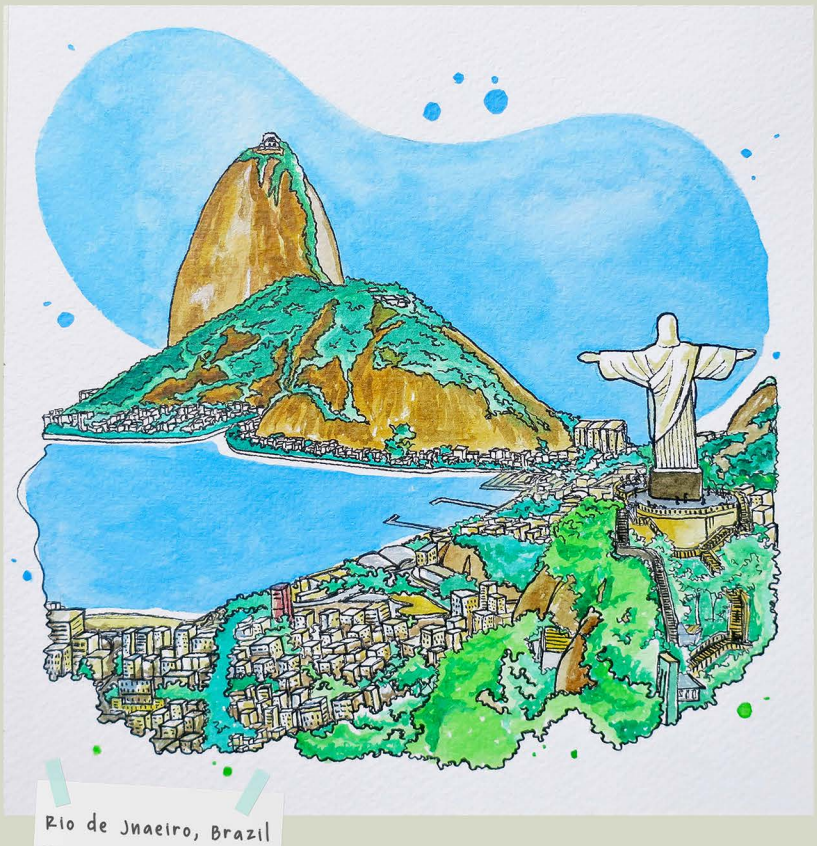


Sevilla, Spain

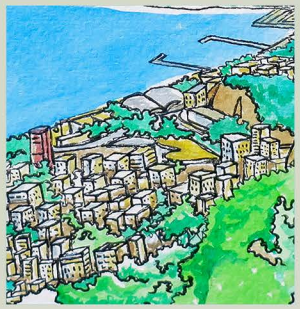


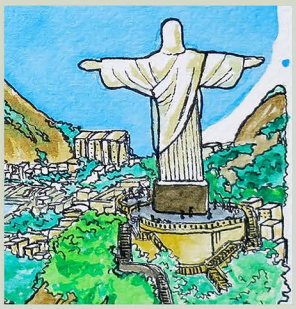


Paris, France

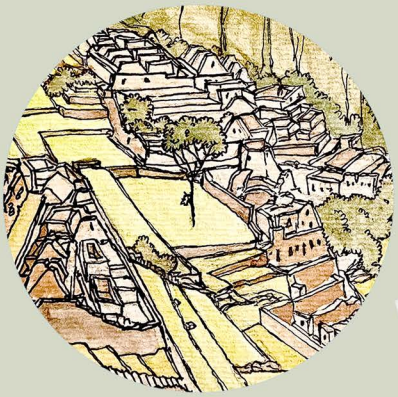


Rio de Jnaeiro, Brazil









Machu Pichu,
Peru





Lettering


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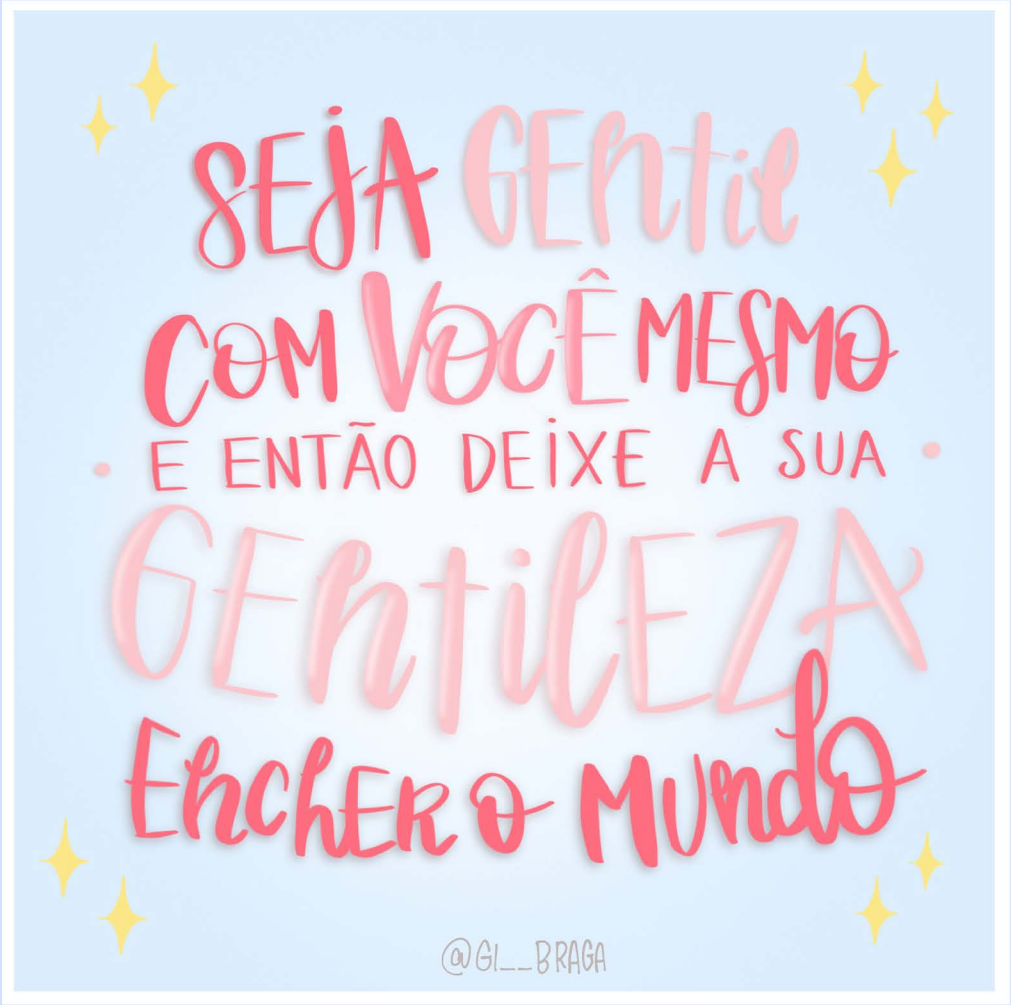

A opinião
DOS OUTROS
NÃO
define
você
@GI__BRAGA

se permita ser uma
OBRA DE ARTE
e um
TRABALHO EM PROGRESSO
ao mesmo tempo

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SEJA GENTIL
COM VOCÊ MESMO
E ENTÃO DEIXE A SUA
GENTILEZA
ENCHER O MUNDO
@GI__BRAGA


DÊ ATENÇÃO
aos seus
SONHOS
E NÃO
PARA AS SUAS
Inseguranças
@GI__BRAGA


POR AMOR
SE CUIDA
E, SEMPRE QUE DER
FIQUE EM CASA
@GI__BRAGA


Repetimos
aquilo que NÃO
Reparamos
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Custom Jeans

Art project on jeans jackets,
customization on commissions.

Initial design created in Procreate and manually
applied with fabric paint to the product.





Art project in procreate

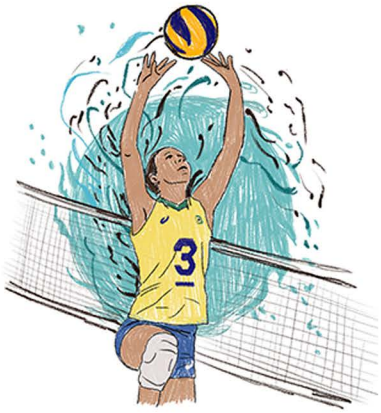


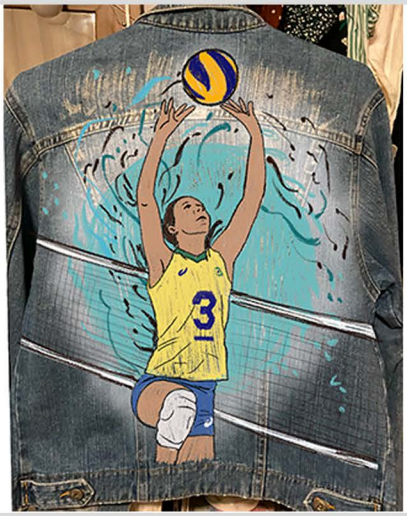




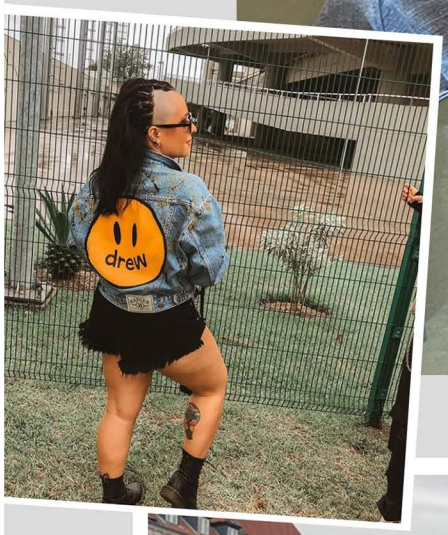










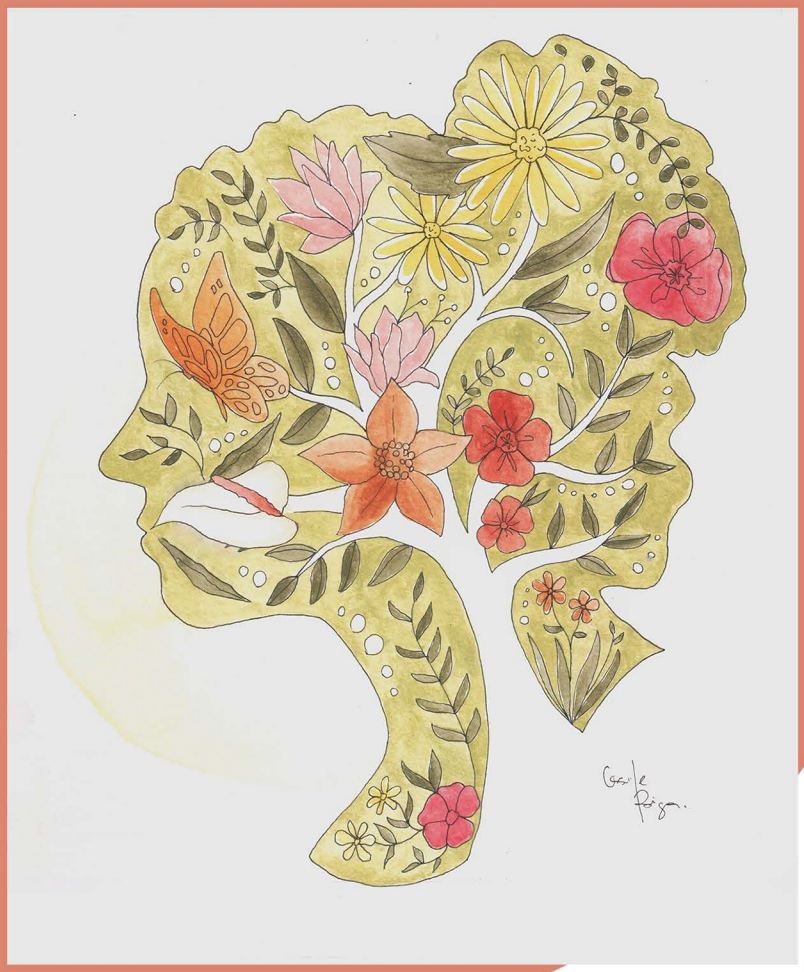

drew







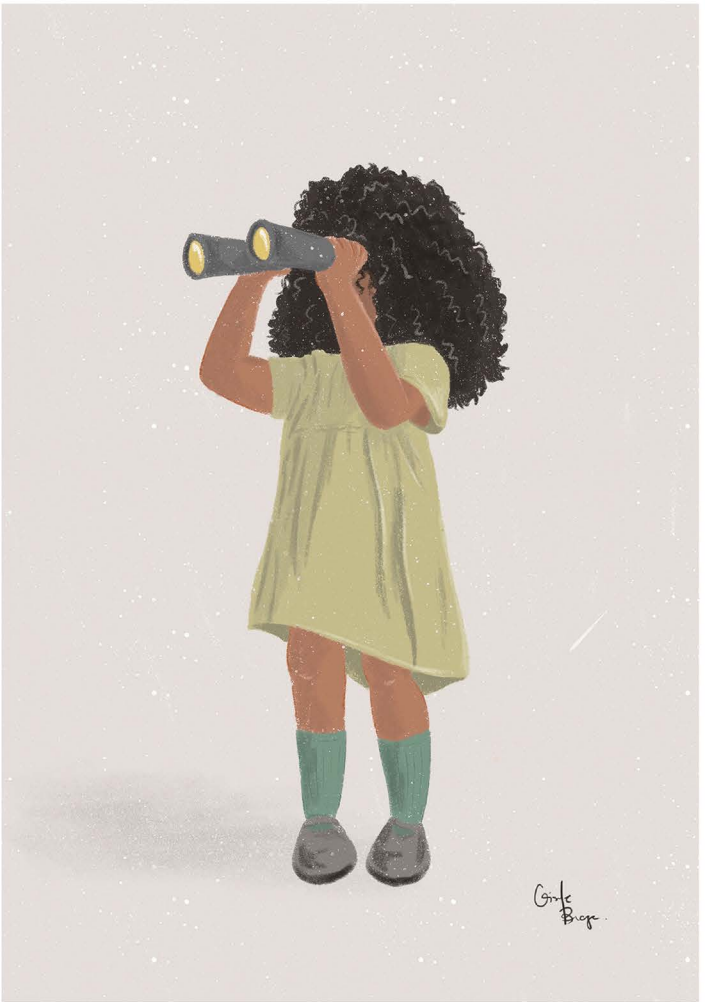
RANDOM ILLUSTRATIONS





Here are some illustrations I created for various purposes. It has digital painting, traditional drawings on watercolor and nankin and paintings on products with ink.






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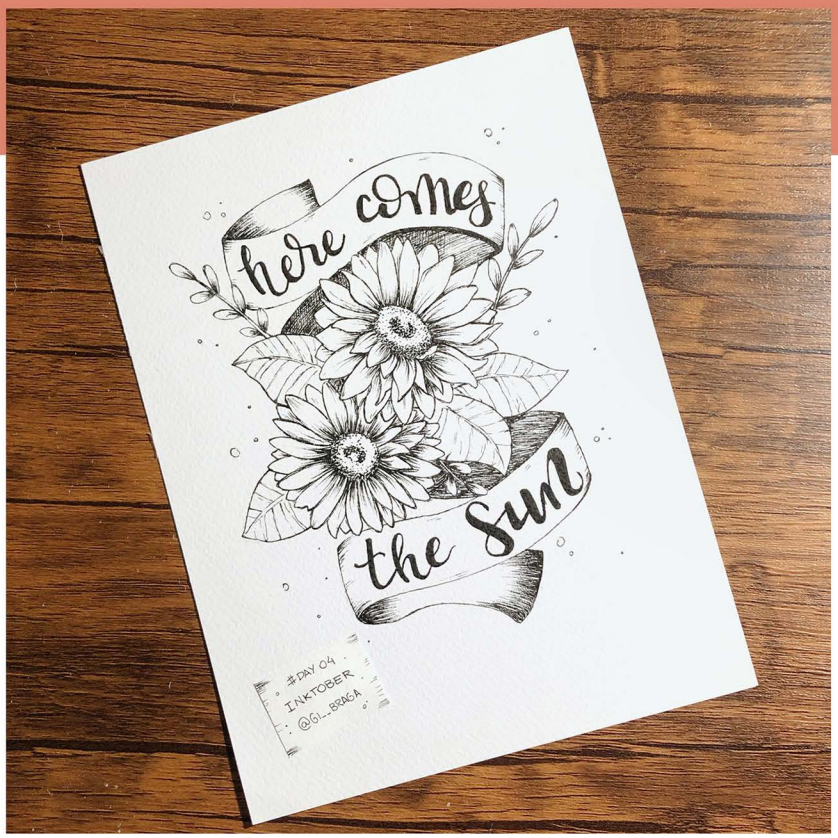






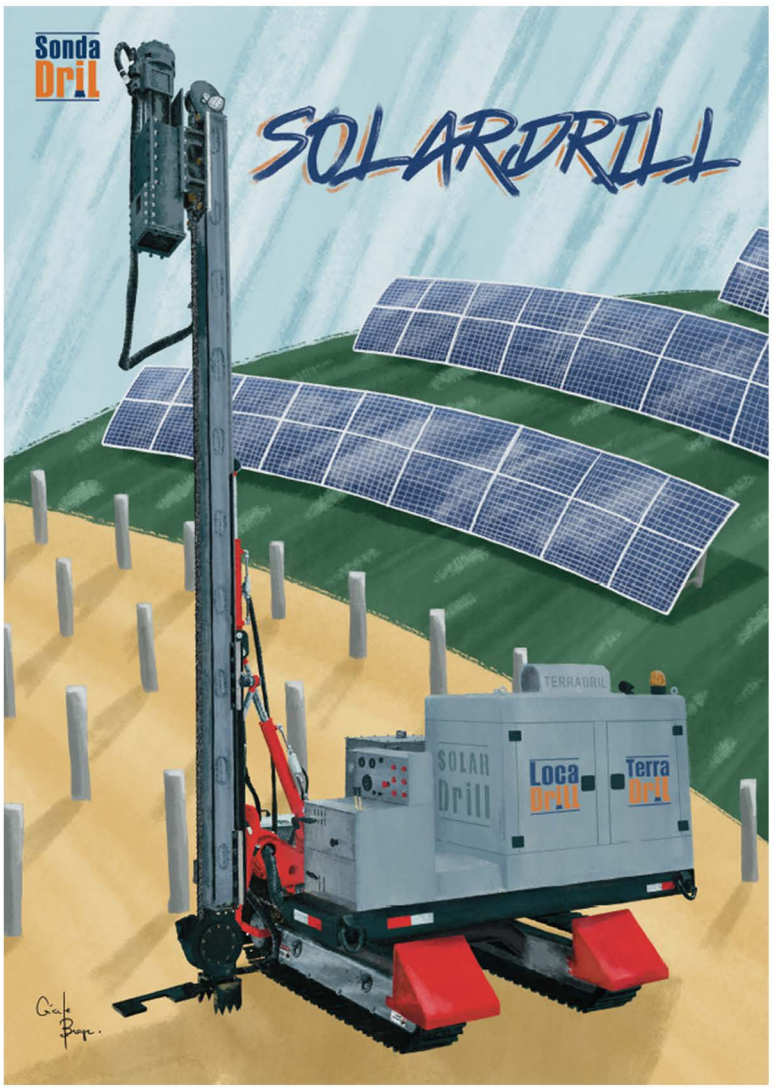



LUTE COMO UMA GAROTA


here comes
the sun
#DAY 04
INKTOBER
@GI_BRAGA






Sonda
Dril
SOLARDRILL
TERRADRIL
SOLAR
Drill
Loca
Drill
Terra
Drill





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THANK YOU!!