



# DESIGN PORTFOLIO 2025.

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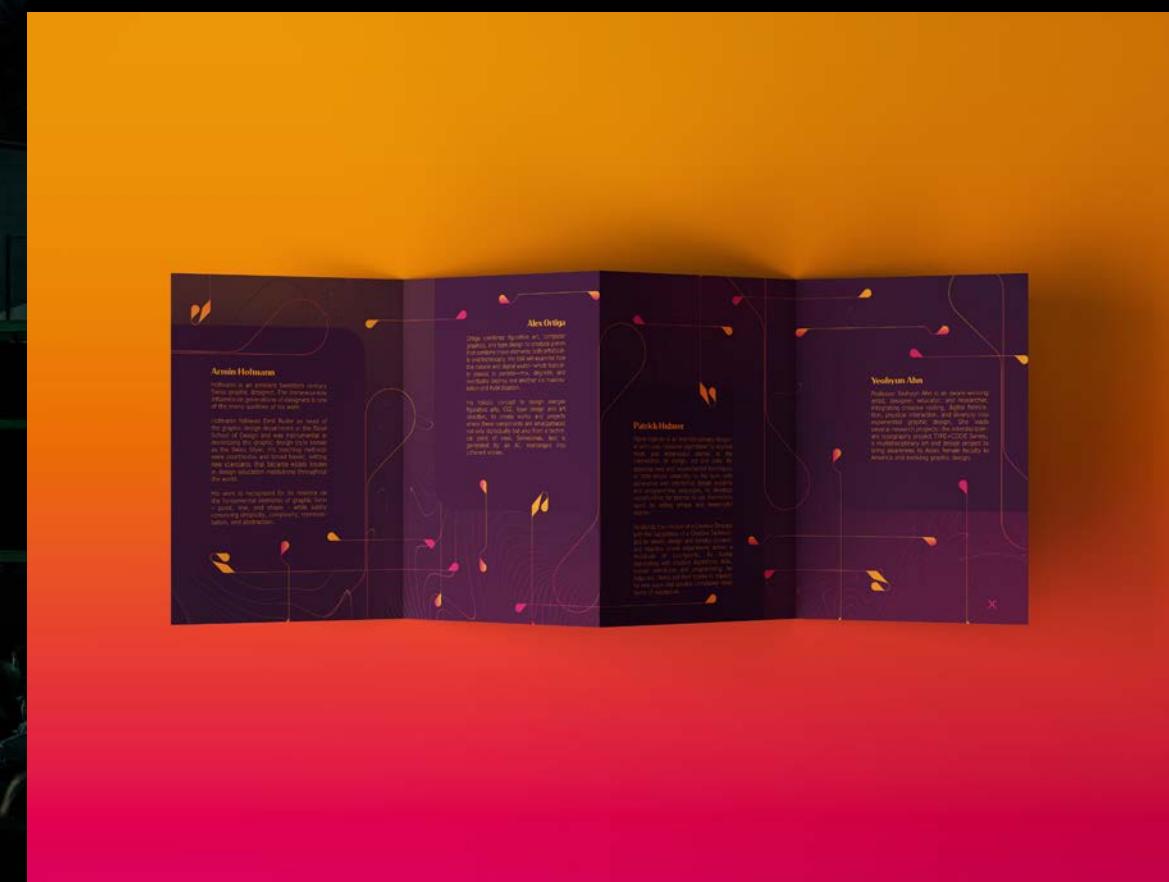
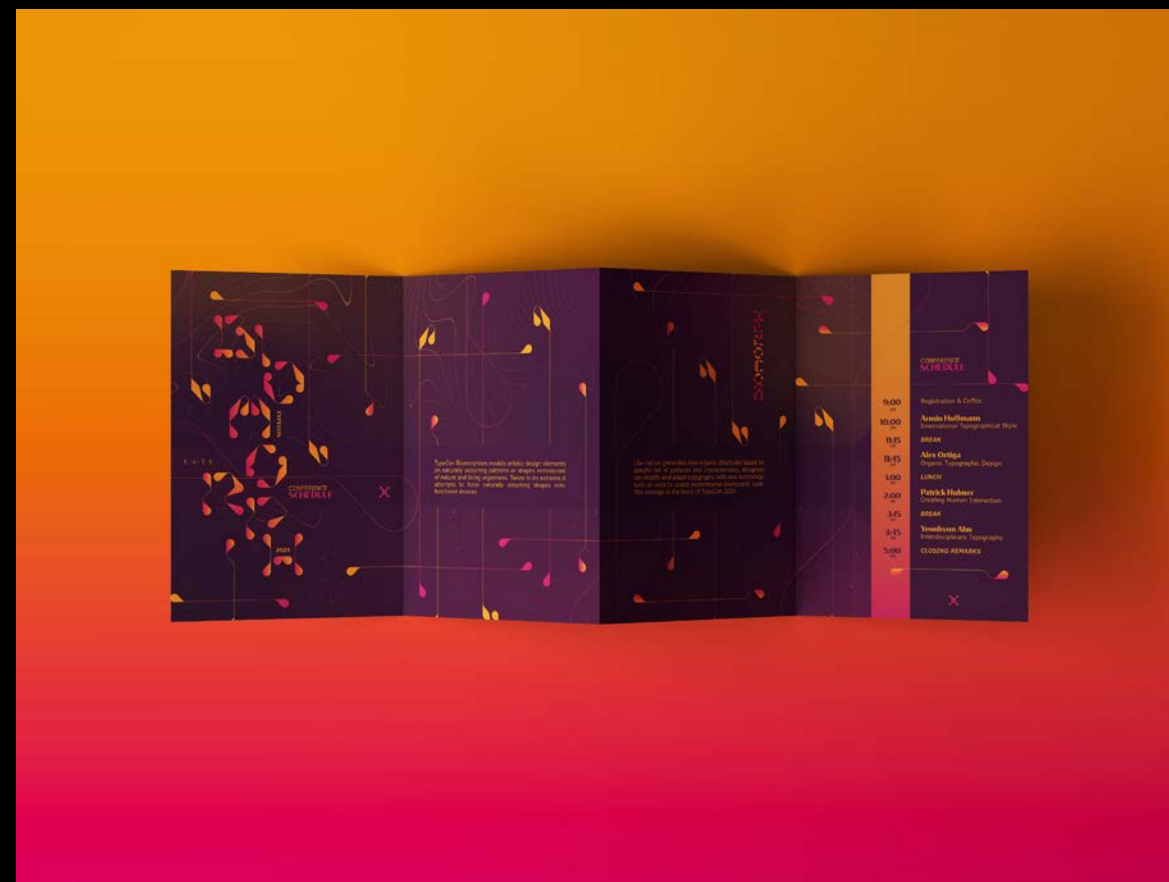
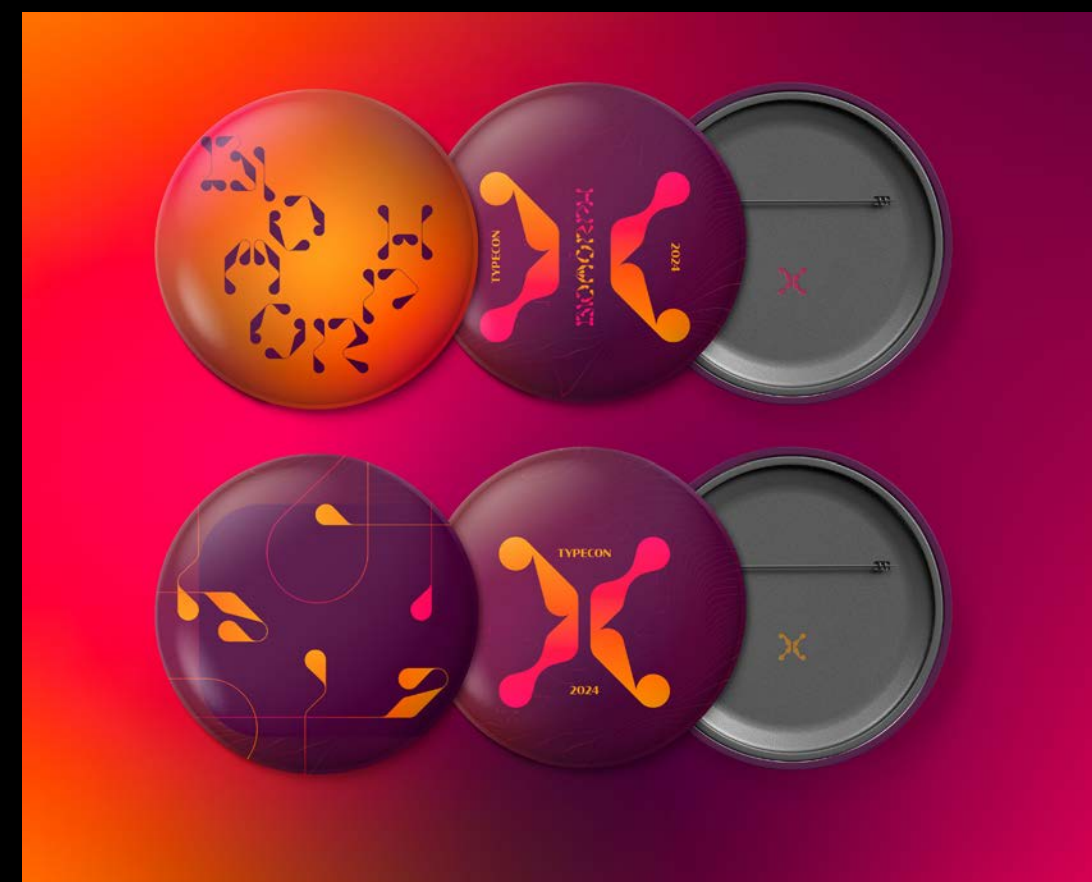
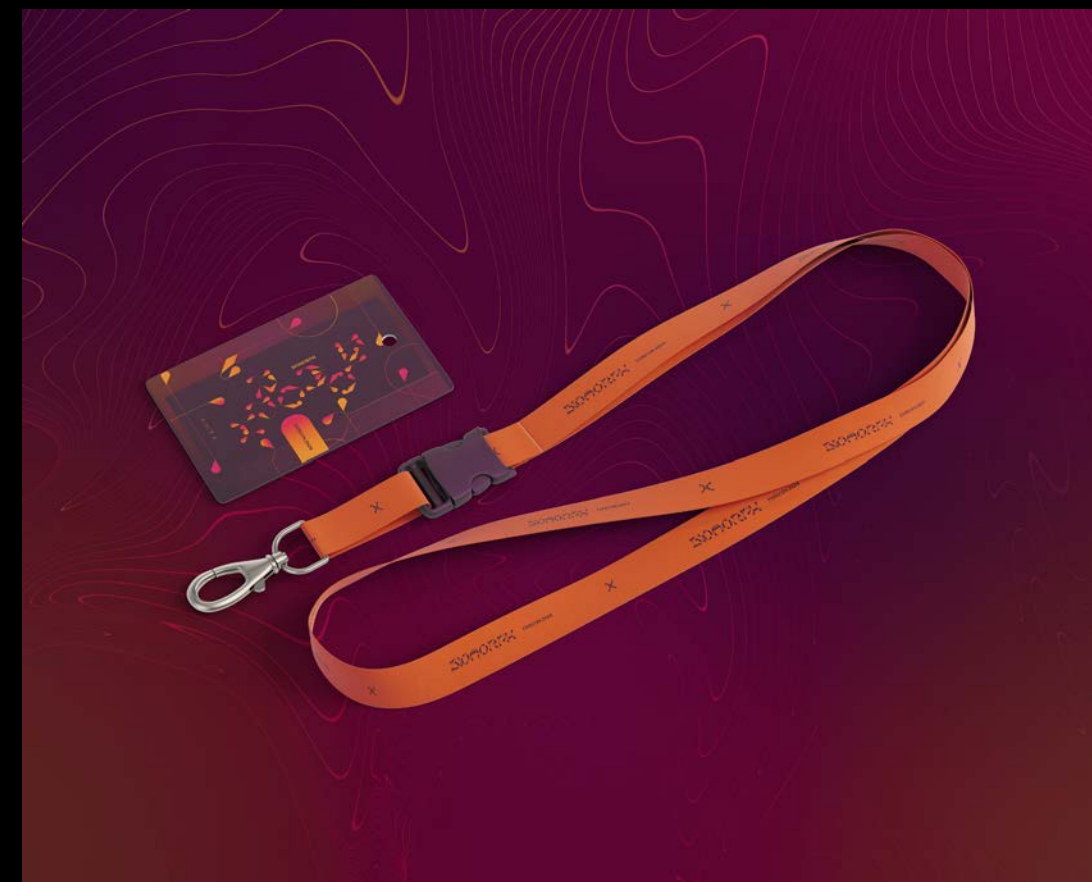
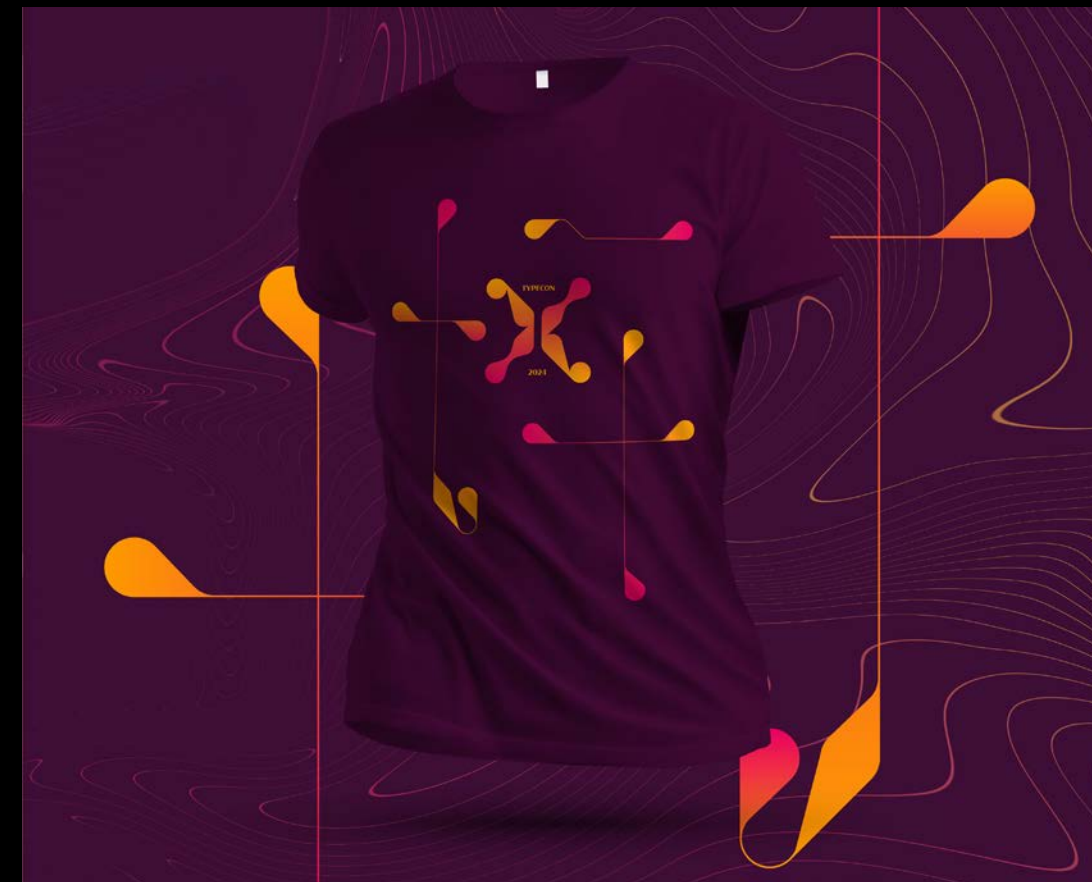
# TYPECON CONFERENCE: BIOMORPH

BRANDING (Adobe Ai, Ps, & Id)

Access: [Campaign Webpage](#)

The Typecon conference is committed to promoting, studying, and supporting typography and related arts.

The concept is rooted in biomorphism, a style that emulates naturally occurring patterns and shapes found in nature and living organisms. Additionally, the concept incorporates elements from the field of coding, which possesses the capability to forge innovative pathways. The identity for this event is based on the works of Armin Hoffman, Alex Ortiga, Patrick Hubner, and Yeonhyun Ahn.



03. 02. 2024  
LONDON, UK

**TYPECON**

- 09 Registration + Coffee
- 10 Armin Hofmann
- 11:45 Alex Ortiga
- 01 Lunch
- 02 Patrick Hubner
- 3:45 Yeonhyun Ahn
- 5 Closing Remarks

**BIOMORPH**

**MARCH 2**

**2024**

- Armin Hofmann**  
International Typographic Style
- Alex Ortiga**  
Cycles: Organic Typography
- Patrick Hubner**  
Generative Design & Creative Coding
- Yeonhyun Ahn**  
The Future of Generative Typography

Biomorphic design models naturally occurring patterns and shapes reminiscent of nature and living organisms. Like nature generates new organic structures based on specific characteristics, today's designers can modify and adapt typography with new technology, such as code, to experiment and create biomorphic type.

Join us at **Typecon 2024: Biomorph** as we explore coded biomorphic typography.

S (o) T A

Biomorphic art focuses on the power of natural life and uses organic shapes, with shapeless lines and vibrant colors. Biomorphism has connections with Surrealism and Art Nouveau.



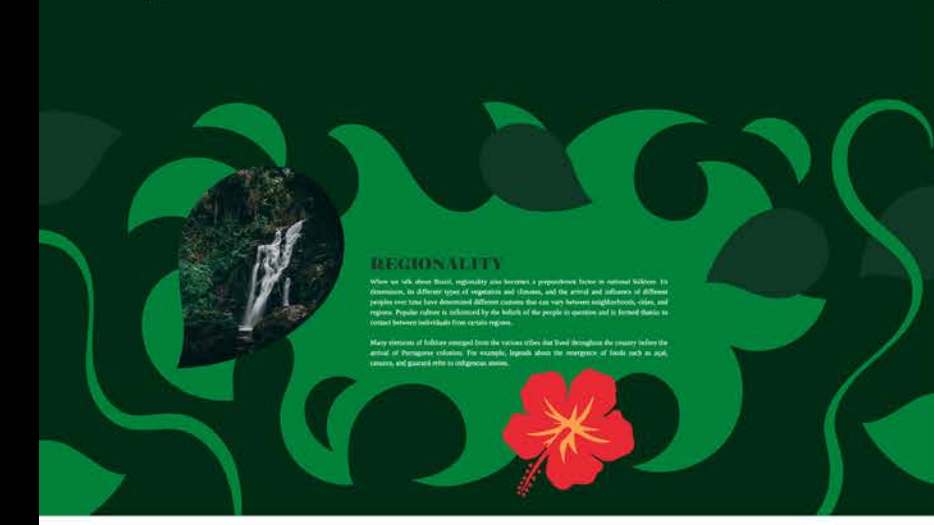
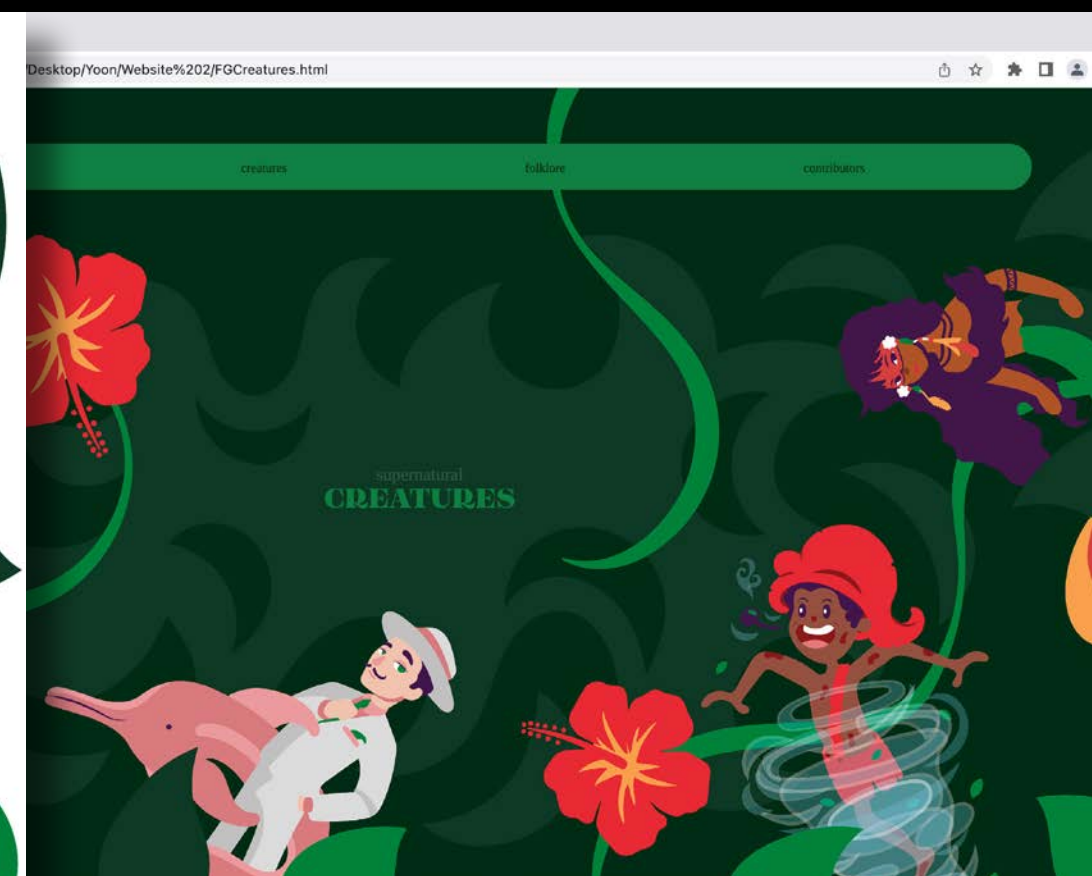
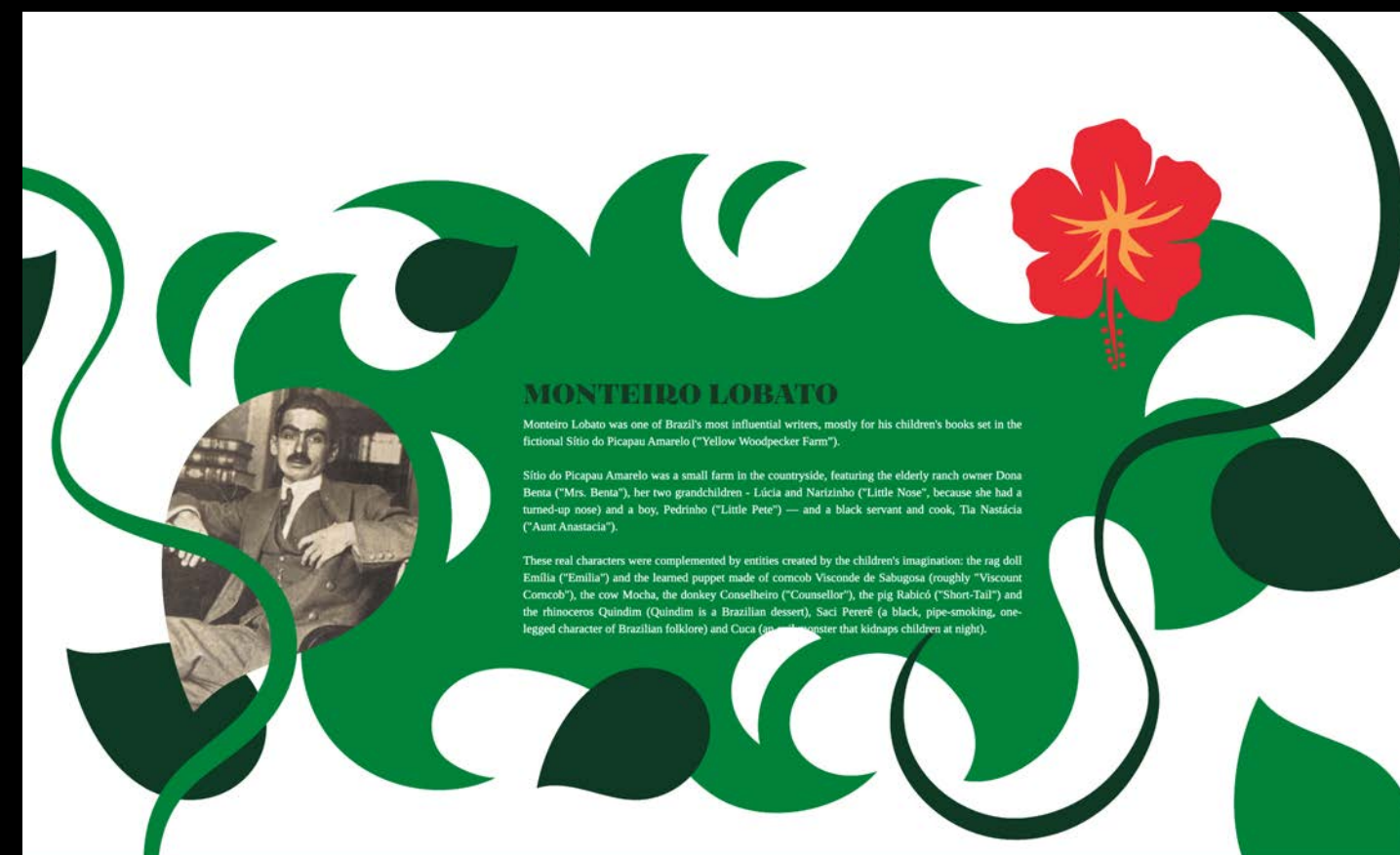
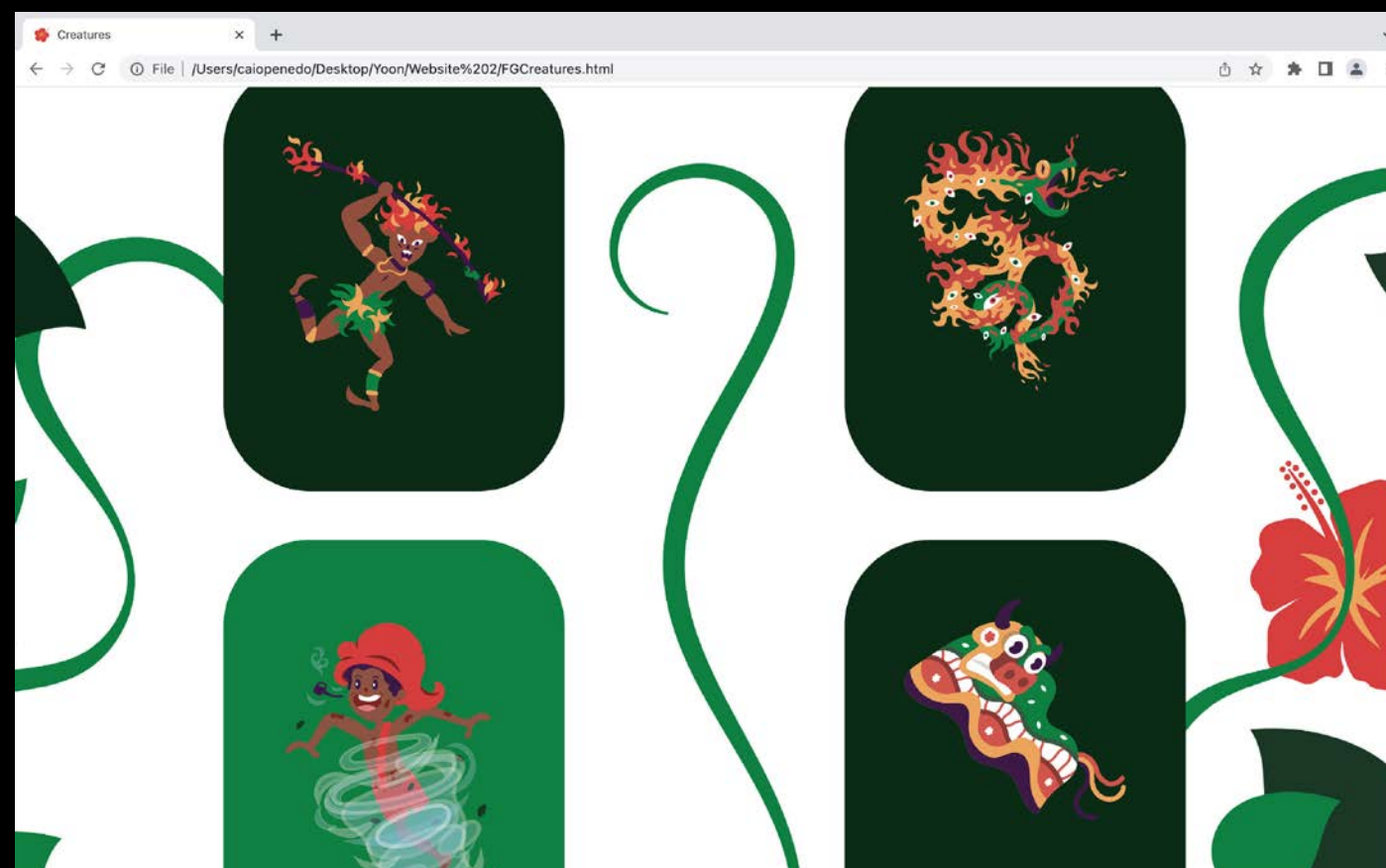
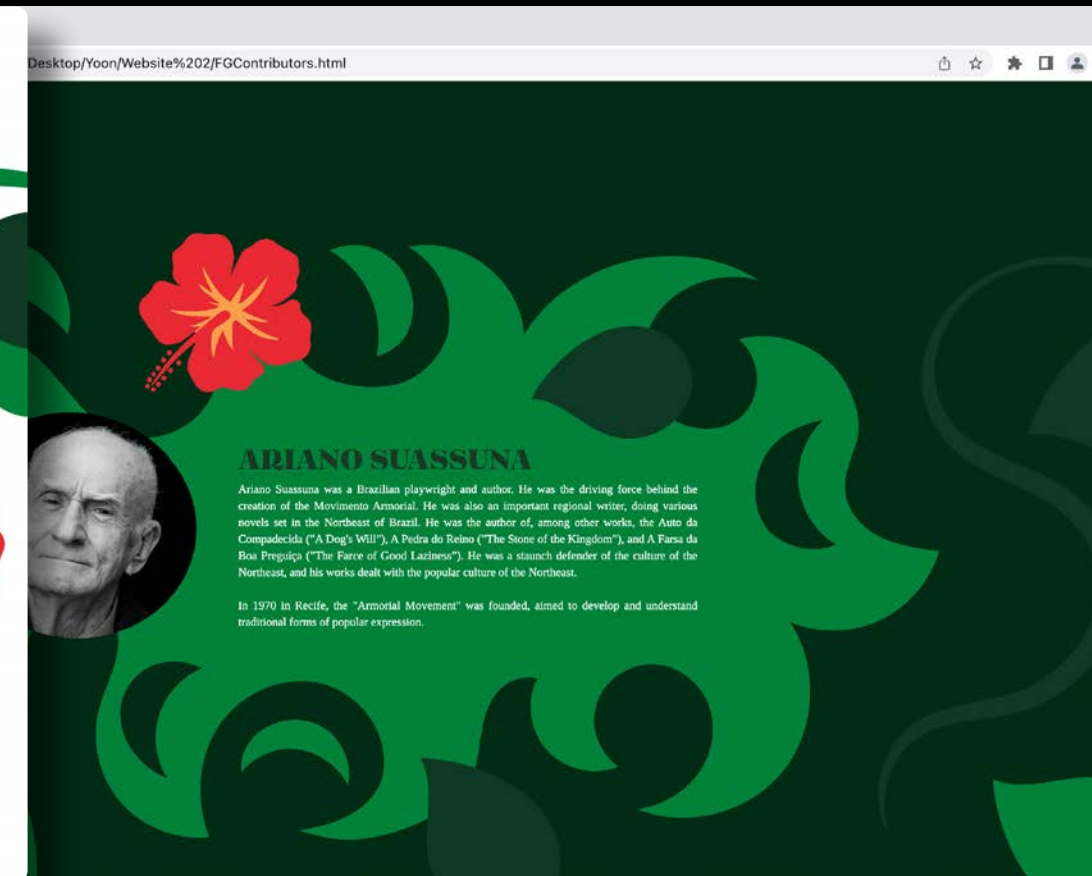
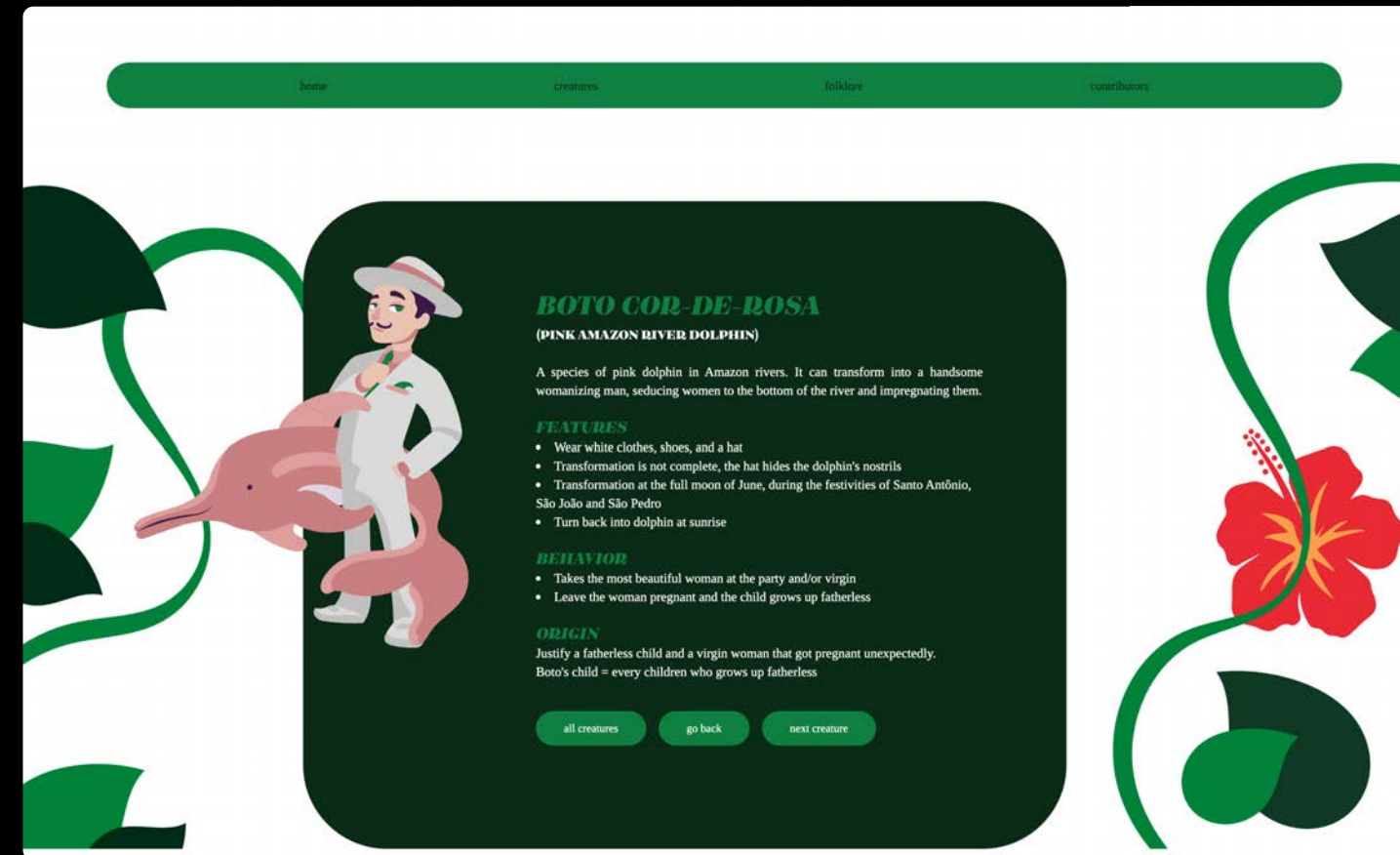
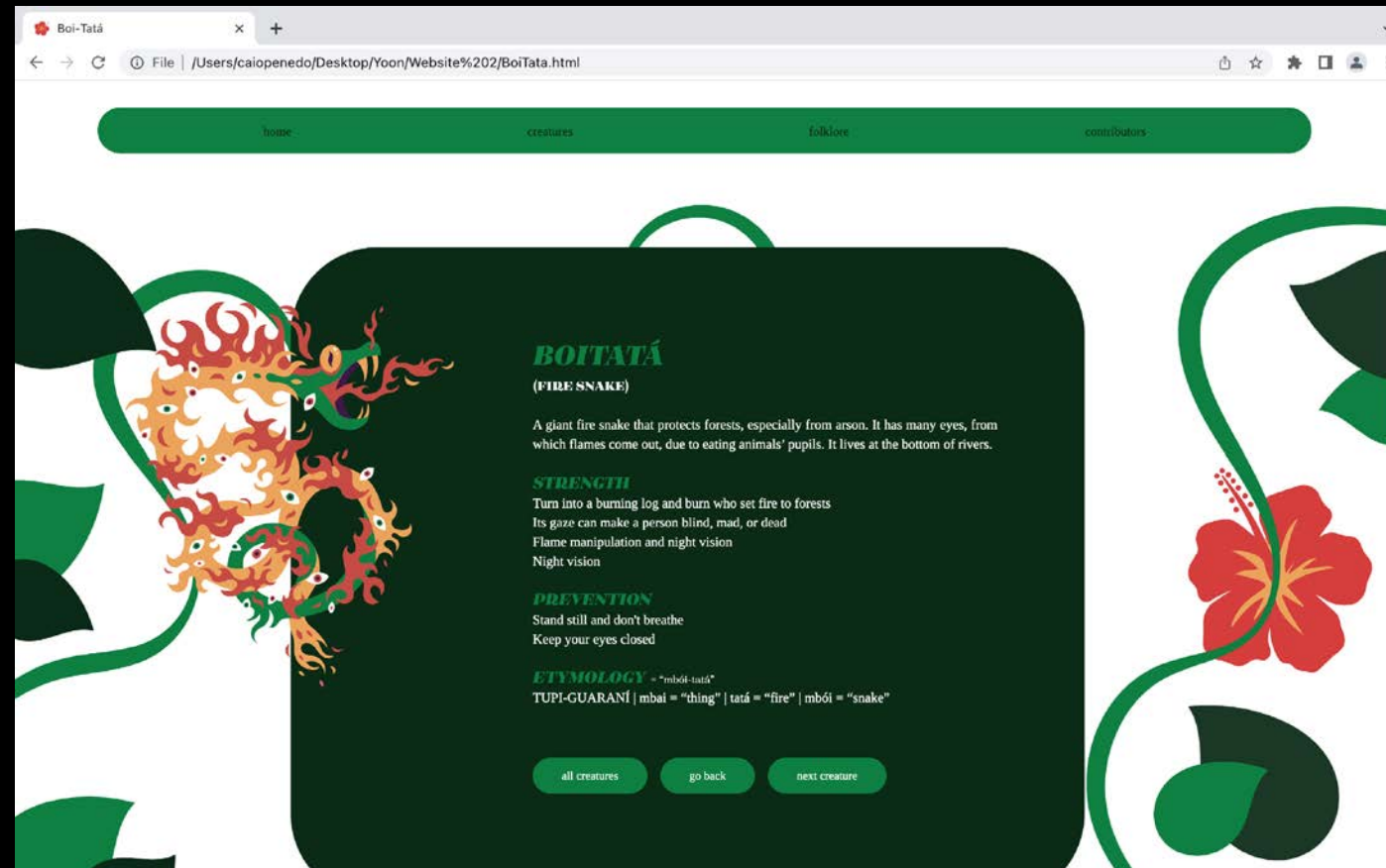
# SUPERNATURAL BRAZILIAN CREATURES: WEBSITE

UX/UI (HTML & CSS)

Access: [Live Website](#)

The Supernatural Brazilian Creatures Website is based on the Supernatural Brazilian Creatures handbooks (3 in total).

The goal was to create a field guide website in which simply explains and illustrates one of the main roots of the Brazilian culture: folklore. Its contents lists and explain the cultures, and talks about the definition, origins, and contributors of these so beloved lores.



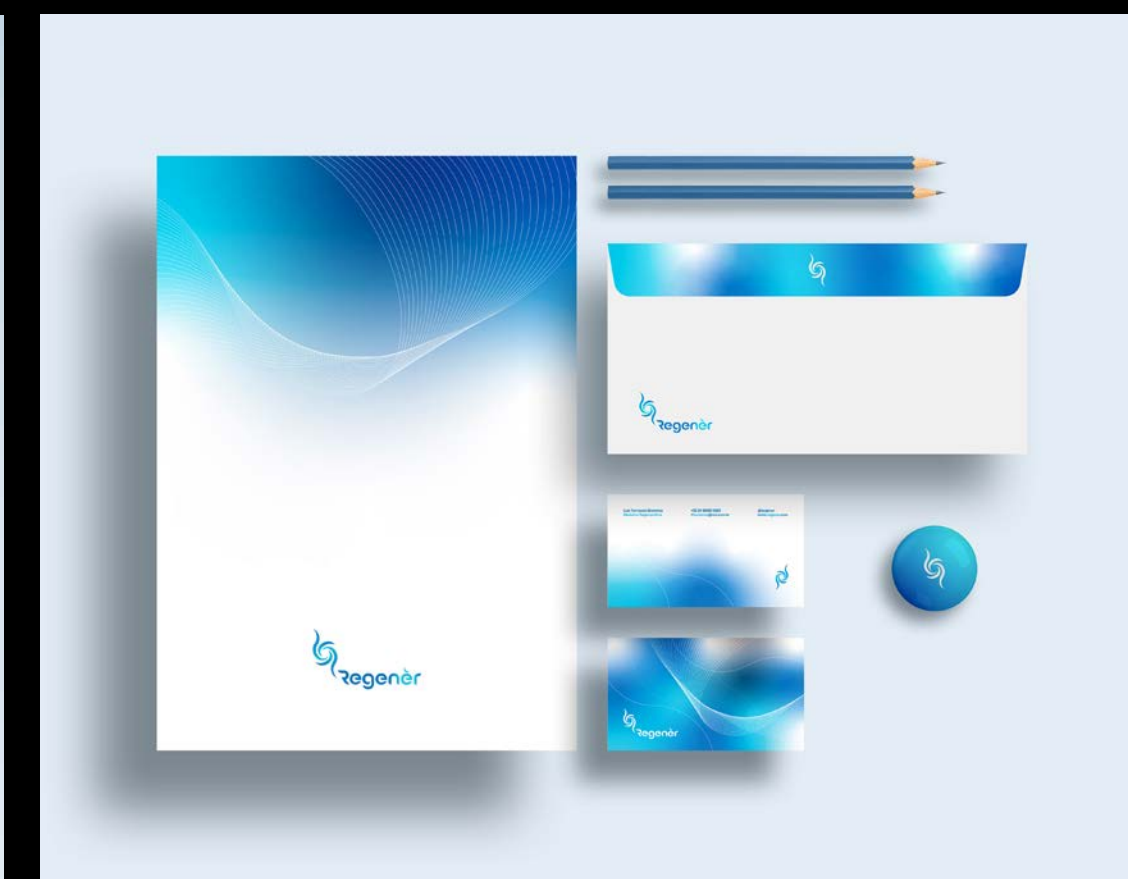
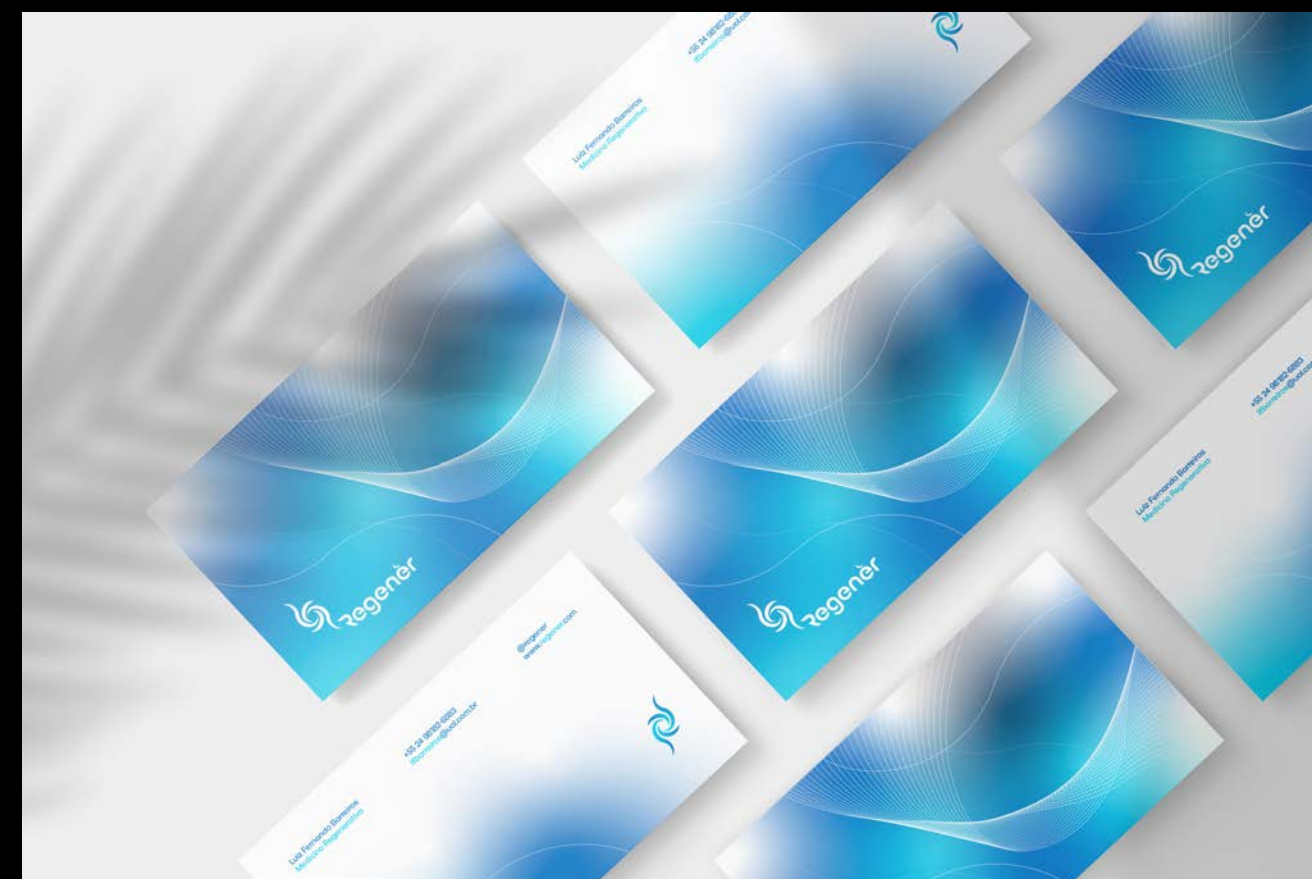


# REGENÉR

BRANDING (Adobe Ai & Ps)

Regenèr is a medical clinic specializing in regenerative medicine, which focuses on improving and curing various acute and chronic musculoskeletal injuries. Their mission is to enhance the overall quality of life for individuals by harnessing the power of regenerative techniques.

The objective of this project was to rebrand the clinic's expansion from orthopedics to regenerative medicine, realigning with its new target audience.



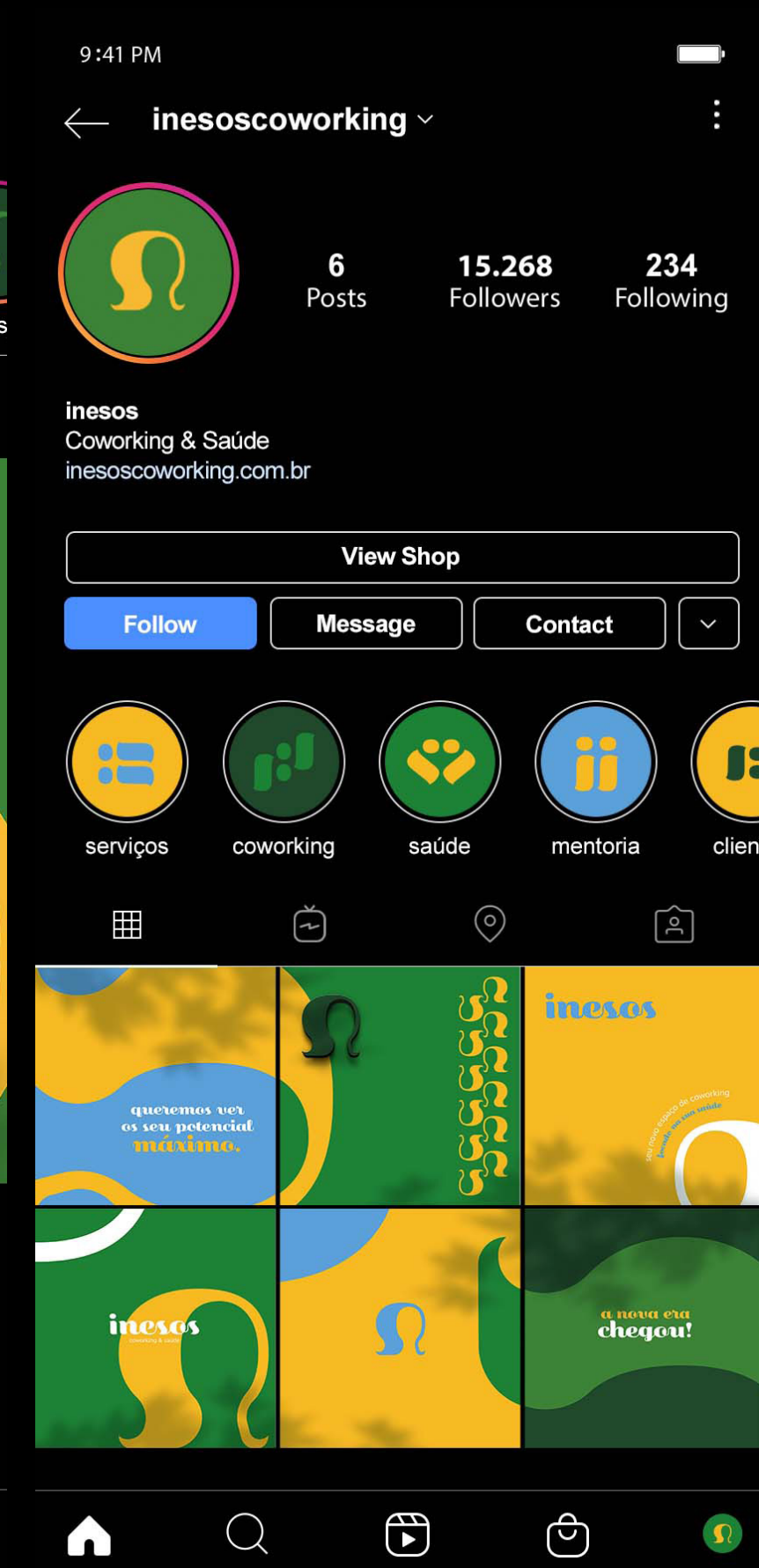
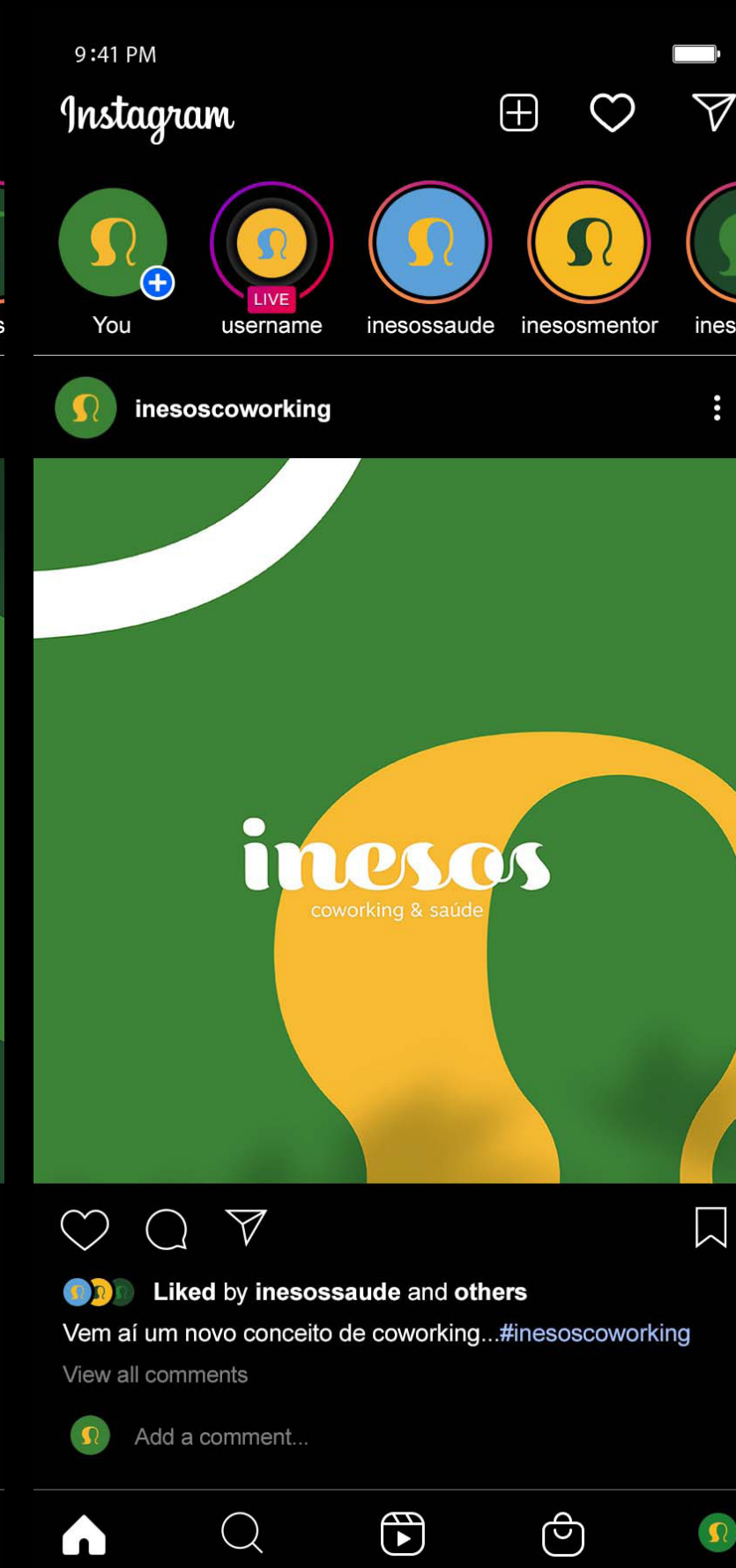
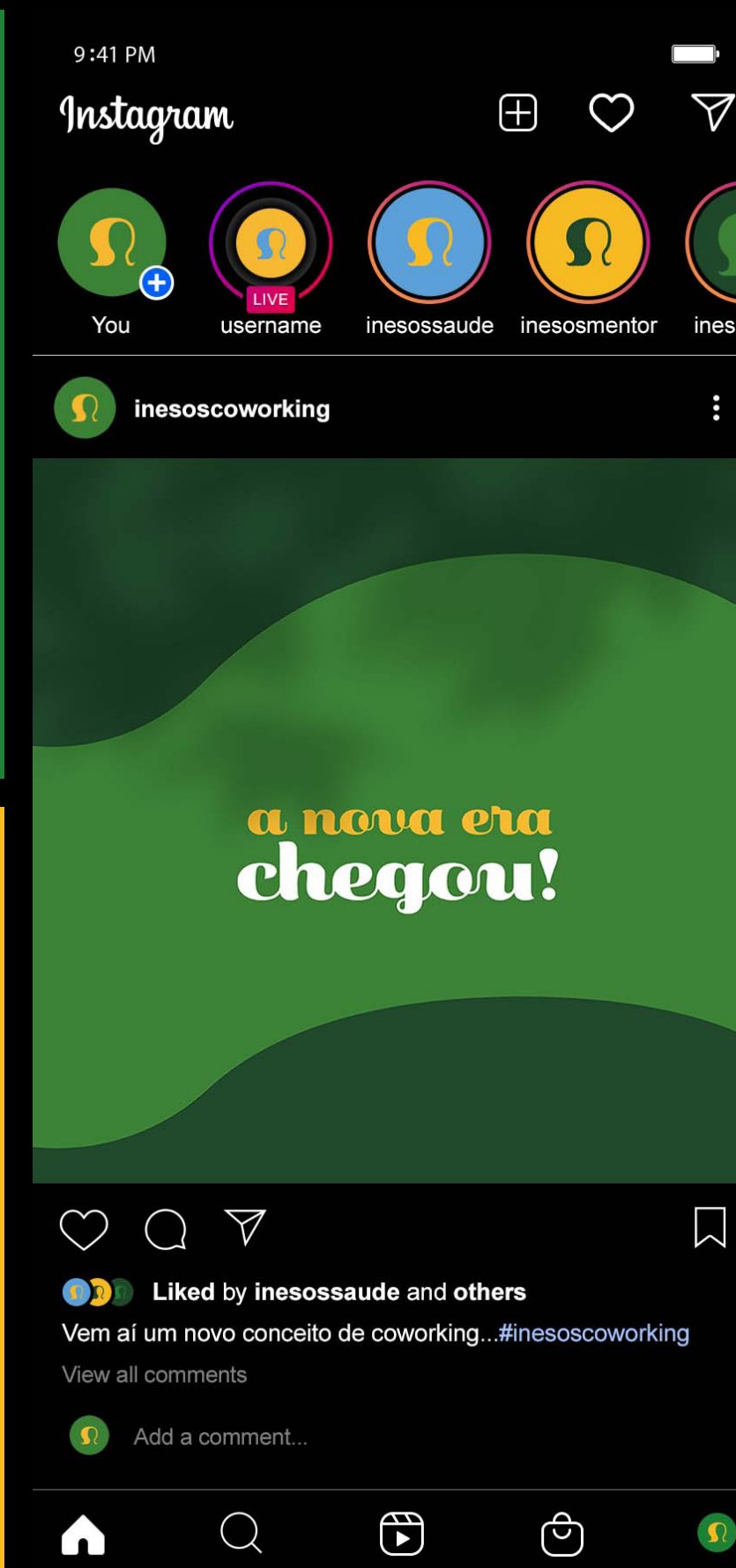
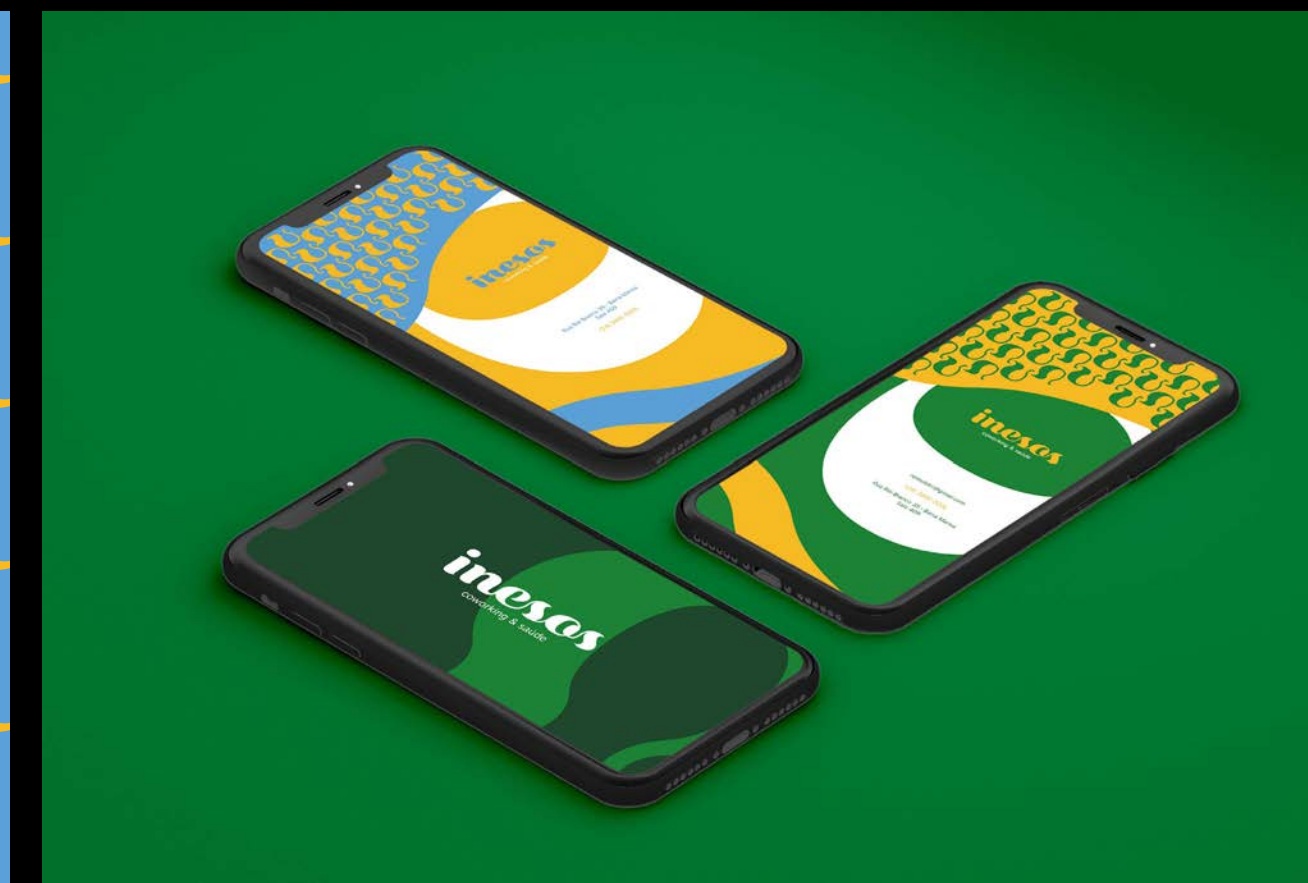


# INESOS

BRANDING (Adobe Ai & Ps)

Inesos is a company that provides offices, rooms, and shared spaces. Its differential is the focus on improving the overall health of an individual, aiming to prepare and help them for their future goals, helping them become the best version of themselves.

The goal of this project was to create an identity that communicates its values and resonates with the target audience.





# SUPERNATURAL BRAZILIAN CREATURES HANDBOOK

TYPOGRAPHY | PRINT | ILLUSTRATION (Adobe Ai & Id)

Access: [Portfolio Webpage](#)

The aim of this project was to develop three booklets, each delving into a distinct type of grid system: 1) Manuscript; 2) Modular/Column; and 3) Deconstructed/Compound Grid. These concepts were represented visually as field guides focusing on "creatures of Brazilian folklore."

Book 1: Guaraná - Hope and perseverance in preserving cultural heritage.  
Book 2: Açaí - Staying true to cultural roots while accommodating growth.  
Book 3: Mandioca - Exploring the roots of folklore legends in Brazilian culture.



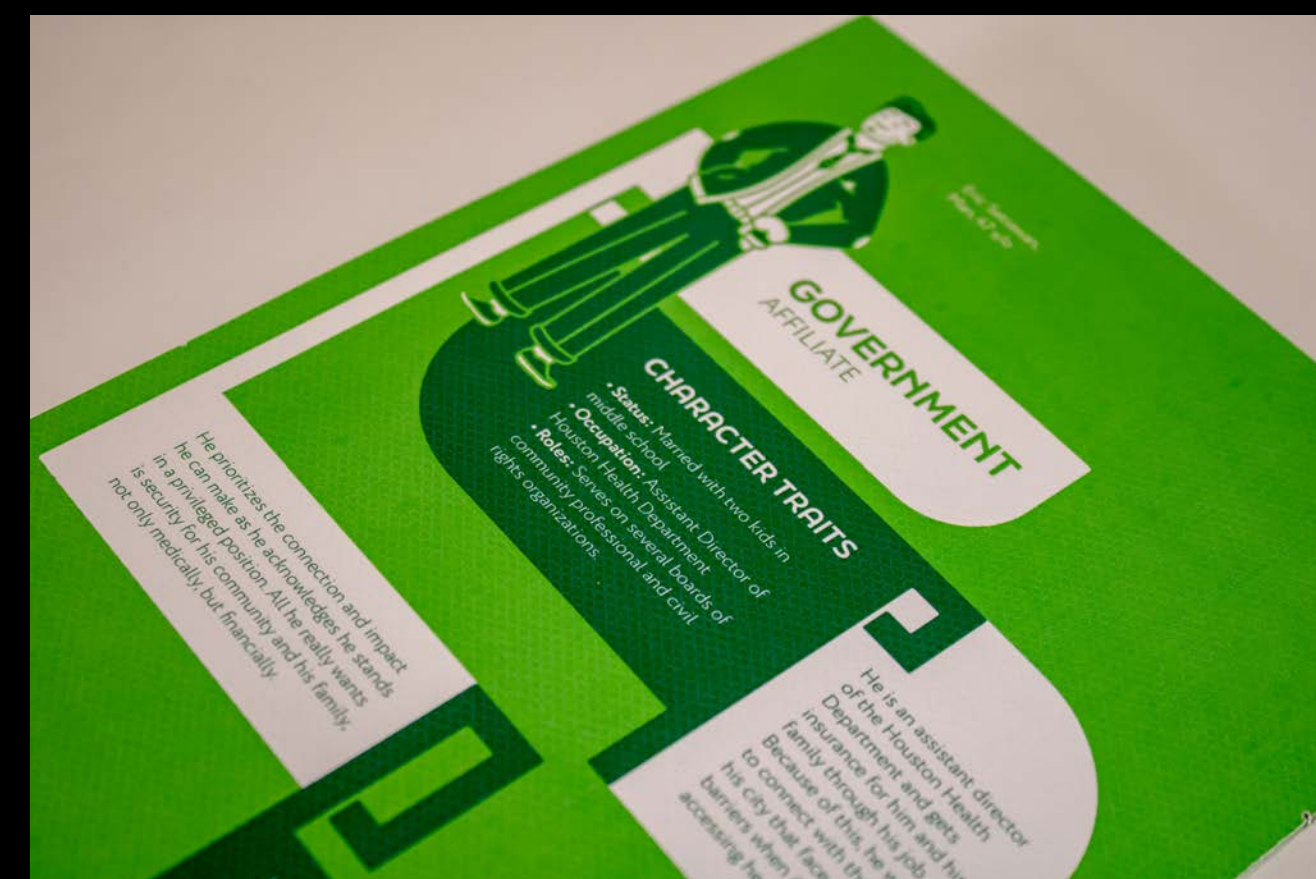
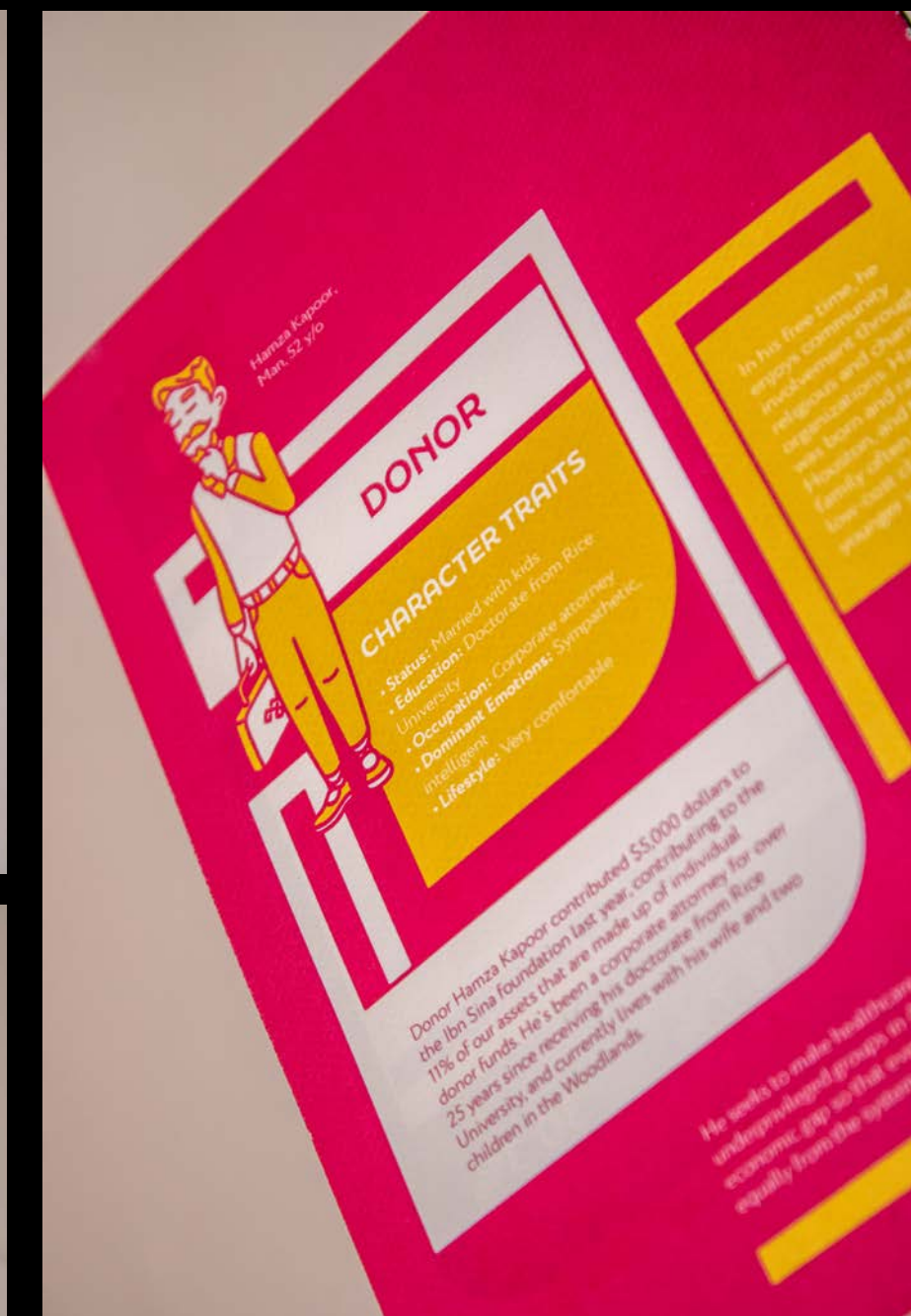


# IBN SINA FOUNDATION - TARGET AUDIENCE REPORT

BRANDING (Adobe Ai)

Access: [Portfolio Webpage](#)

The Ibn Sina Foundation is a non-profit health organization, serving the community for 21 years. Their programs are sustainable and affordable. The goal was to provide a fresh approach to Ibn Sina Foundation's brand and establish preliminary visual guidelines for the rest of the awareness campaign. The shapes of the logo's icon were used as the basis of the identity system.



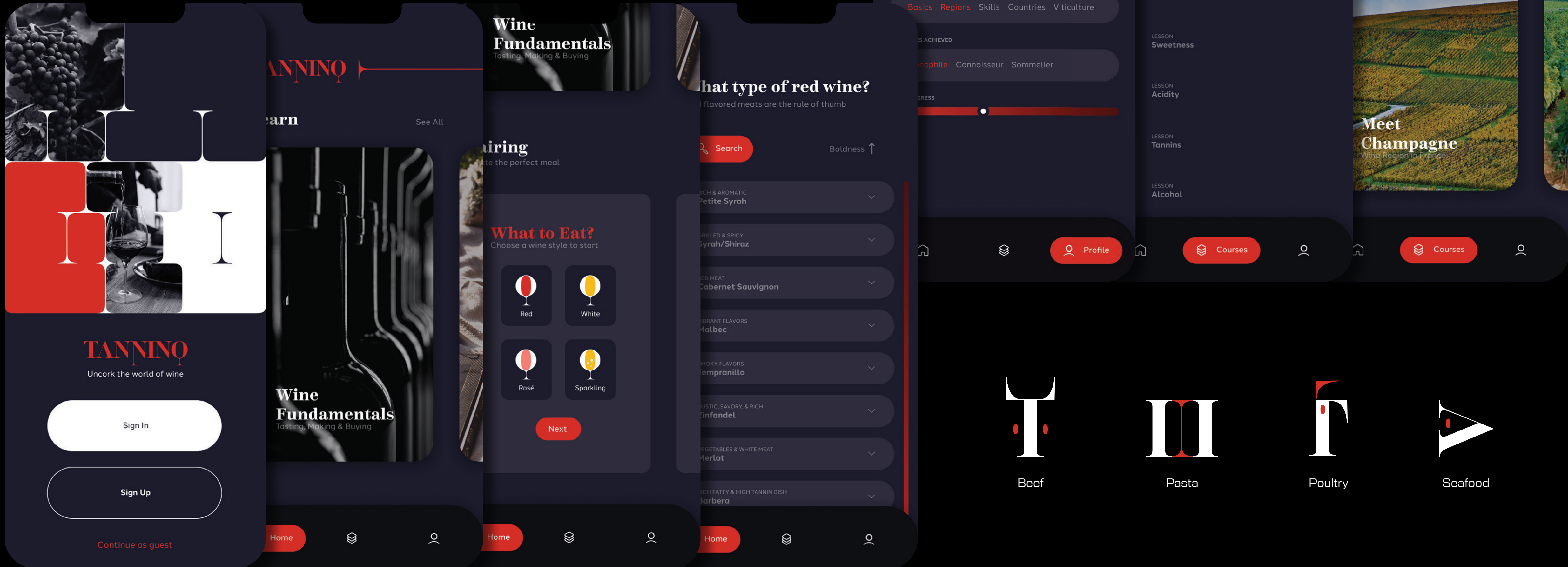


# TANNINO: WINE LEARNING APP

UI/UX (Adobe Ai & Figma)

Access: [App Prototype](#)

The aim was to create a mobile app that educates everyone from wine enthusiasts to experts about the wine industry. This topic was chosen to simplify the vast amount of information in the wine world, making wine education more accessible and user-friendly for all levels of expertise. The app encompasses wine fundamentals, regions, skills, and food pairings.





# HAIKU MOTION

MOTION (Adobe Ai & Ae)

Access: [Motion Video](#)

The aim was to create a brief motion video using sound and typography to convey this haiku, a Japanese poem. Specific sounds and moods were carefully chosen to ensure they effectively capture the essence of the haiku's words and meaning.

Characteristics of the track:

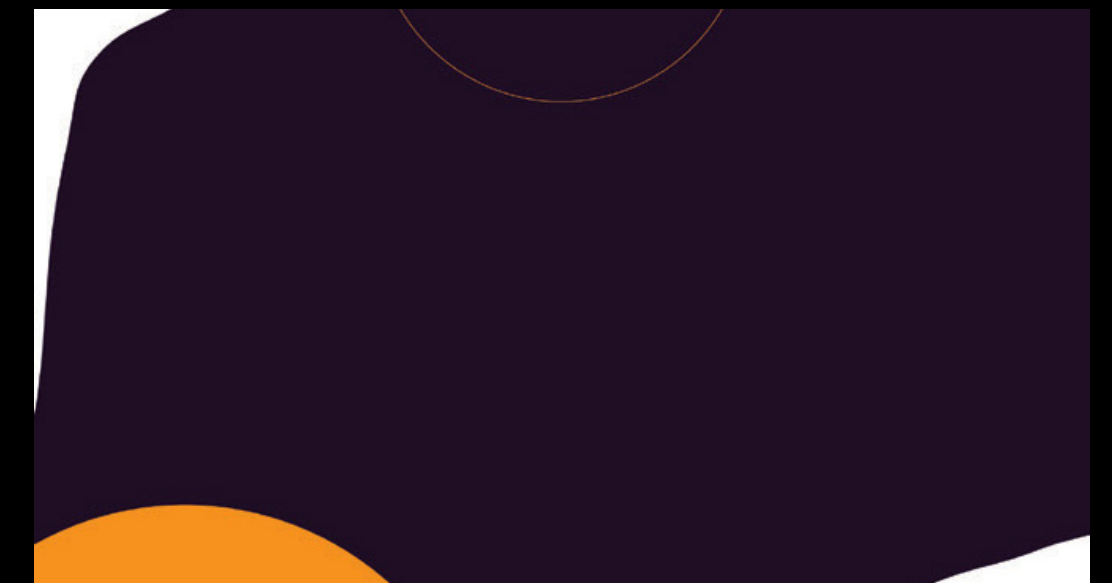
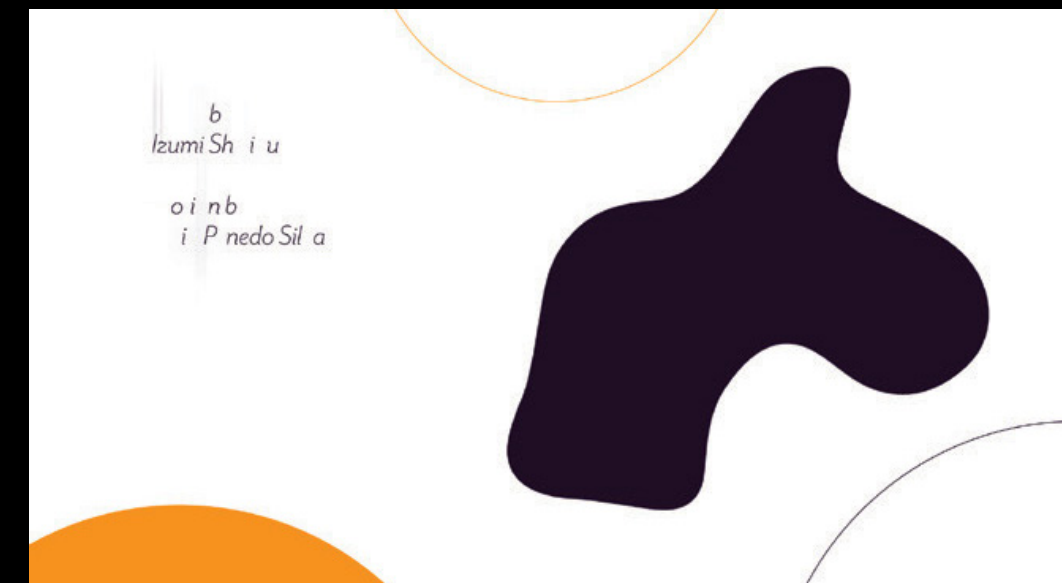
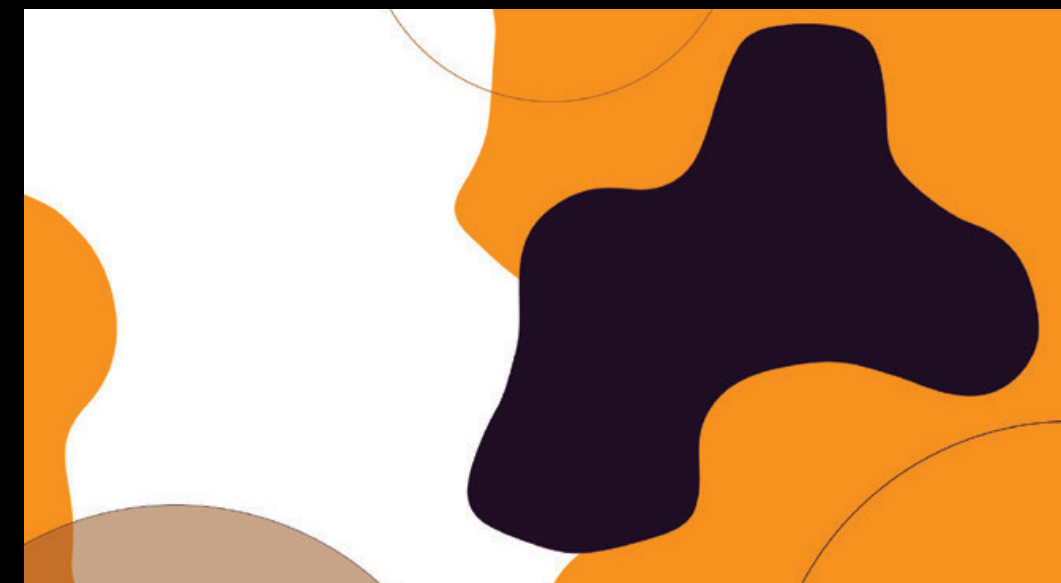
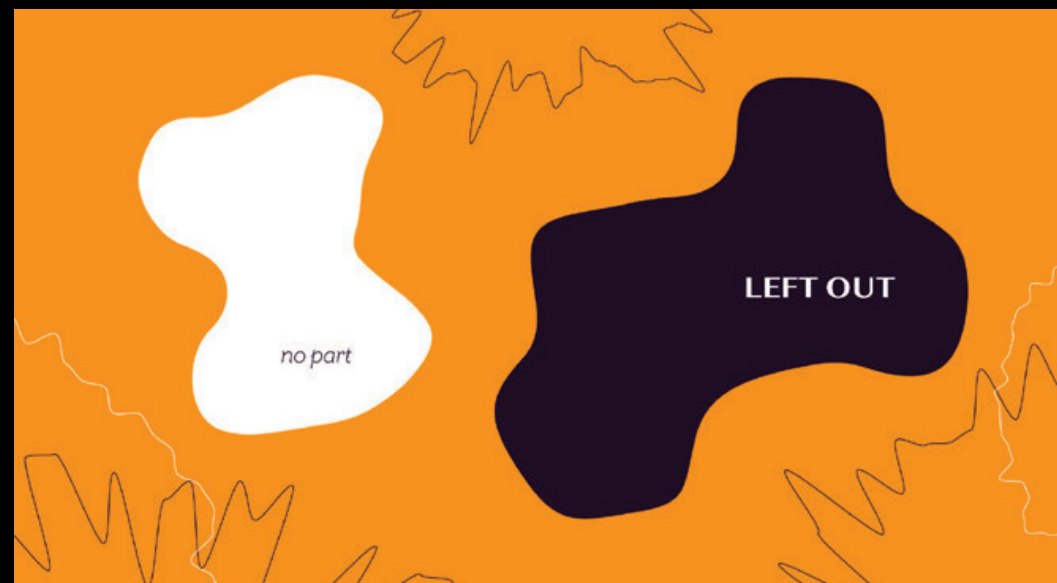
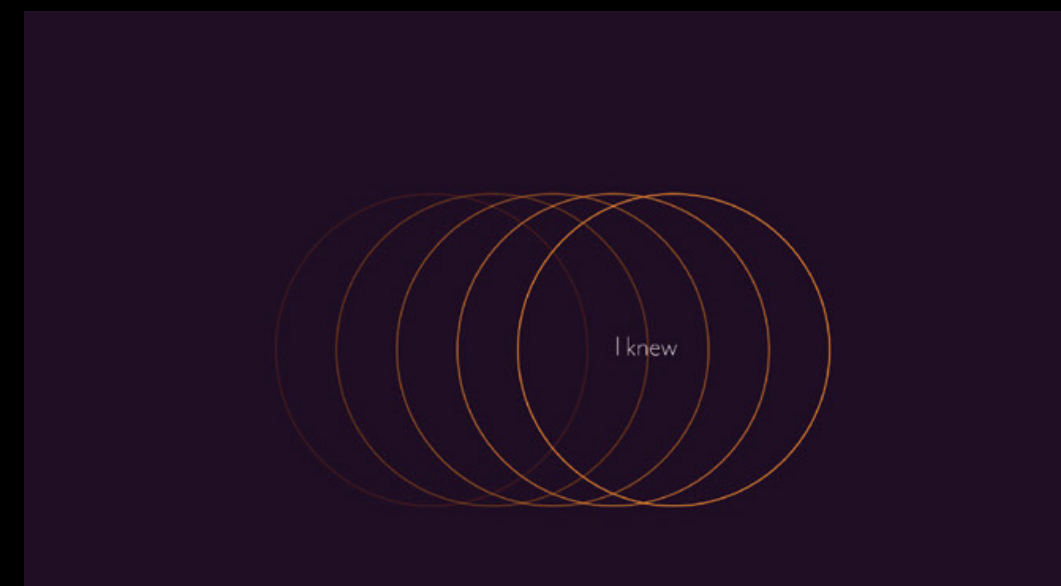
**Genres:** Ambient | Eletronic

**Moods:** Chill | Contemplative | Eerie

**Characteristics:** Abstract | Atmospheric | Glitchy | Mysterious

Haiku:

"Watching the moon  
at midnight,  
solitary, mid-sky,  
I knew myself completely,  
no part left out."





# PRINT PRODUCTION WORKBOOK

PRINT | ILLUSTRATION (Adobe Ai & Id)

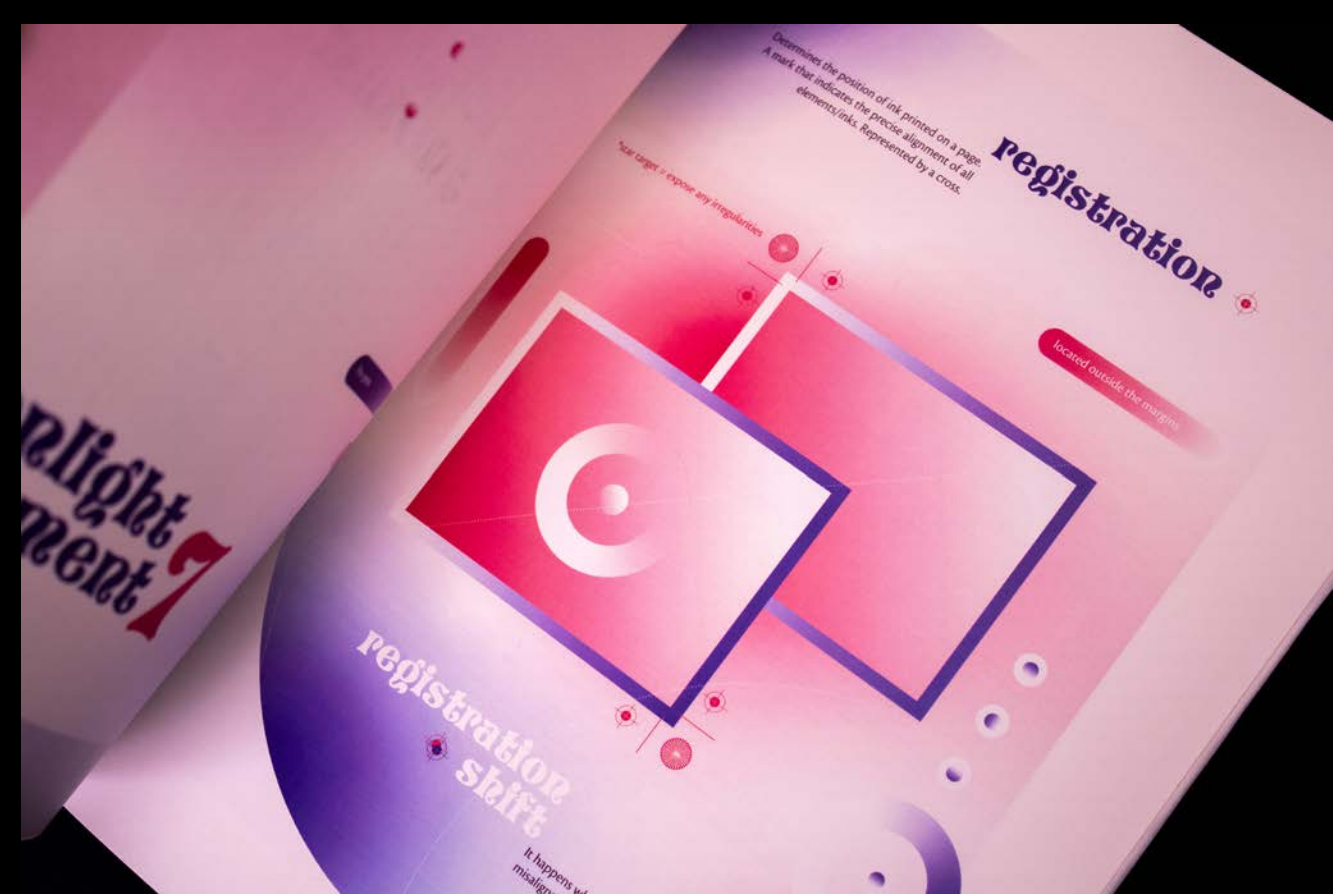
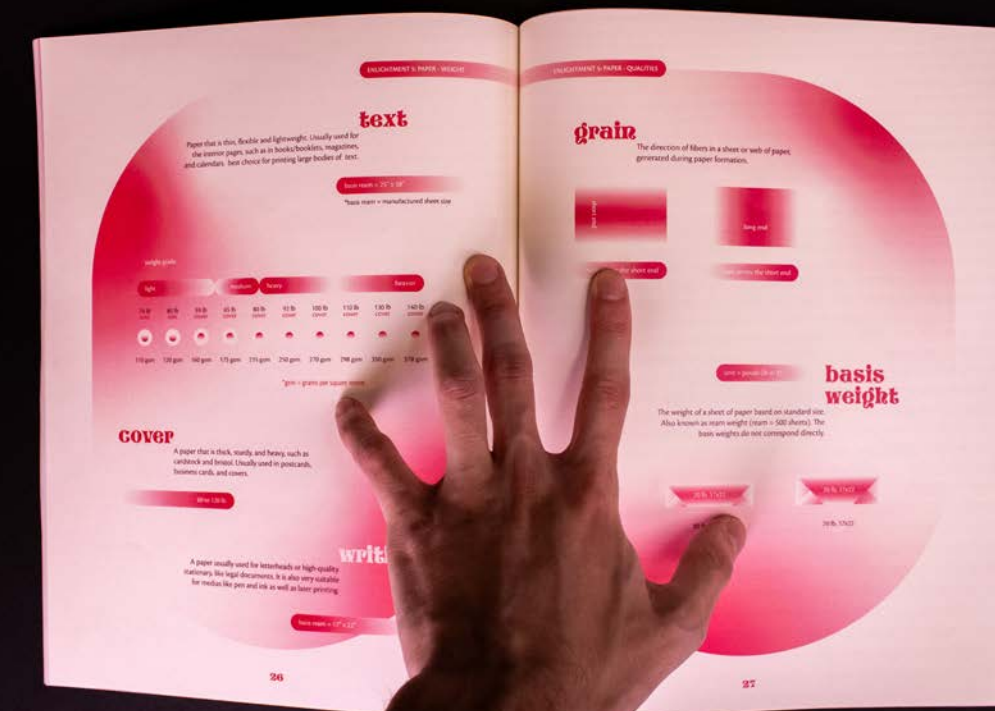
Access: [Portfolio Webpage](#)

This project is designed to educate viewers on the entire process of print production. The visual aesthetic is determined by the ambivalence: "mysterious yet playful", reflecting the idea that print production, while understood by a select few (mysterious), becomes enjoyable when understood (playful). The title "Elixir" symbolizes the magical nature of printing, making an association with the ink being an elixir, as if it was magical. In this context, printing improves the medium (paper) by using ink (design). Materials:

**Content:** Cougar White, 65 GSM

**Dividers:** Translucent Vellum Paper, 93GSM

**Cover:** Translucent Vellum Paper, 167GSM



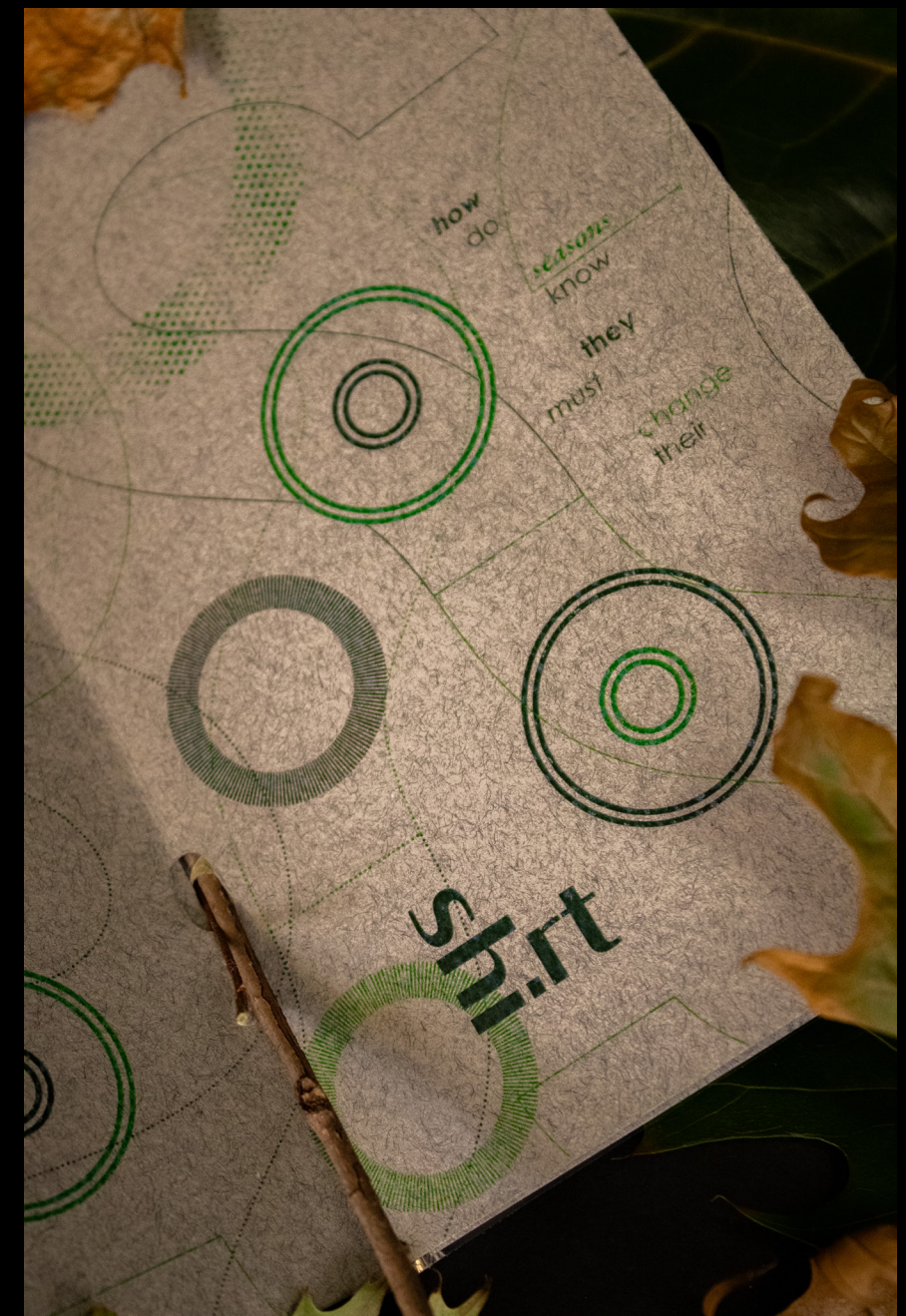


# PABLO NERUDA: BOOKLET + POSTCARD

PRINT (Adobe Ai)

Access: [Portfolio Webpage](#)

The source of this project drew from Pablo Neruda's "Book of Questions," a collection of 316 unanswerable questions that blend the curiosity of childhood with the wisdom of adulthood. The objective was to create a design centering on four selected questions. Immersing myself in the realm of nature and sustainability, I founded all content and design choices on this theme. A postcard and a booklet was made.



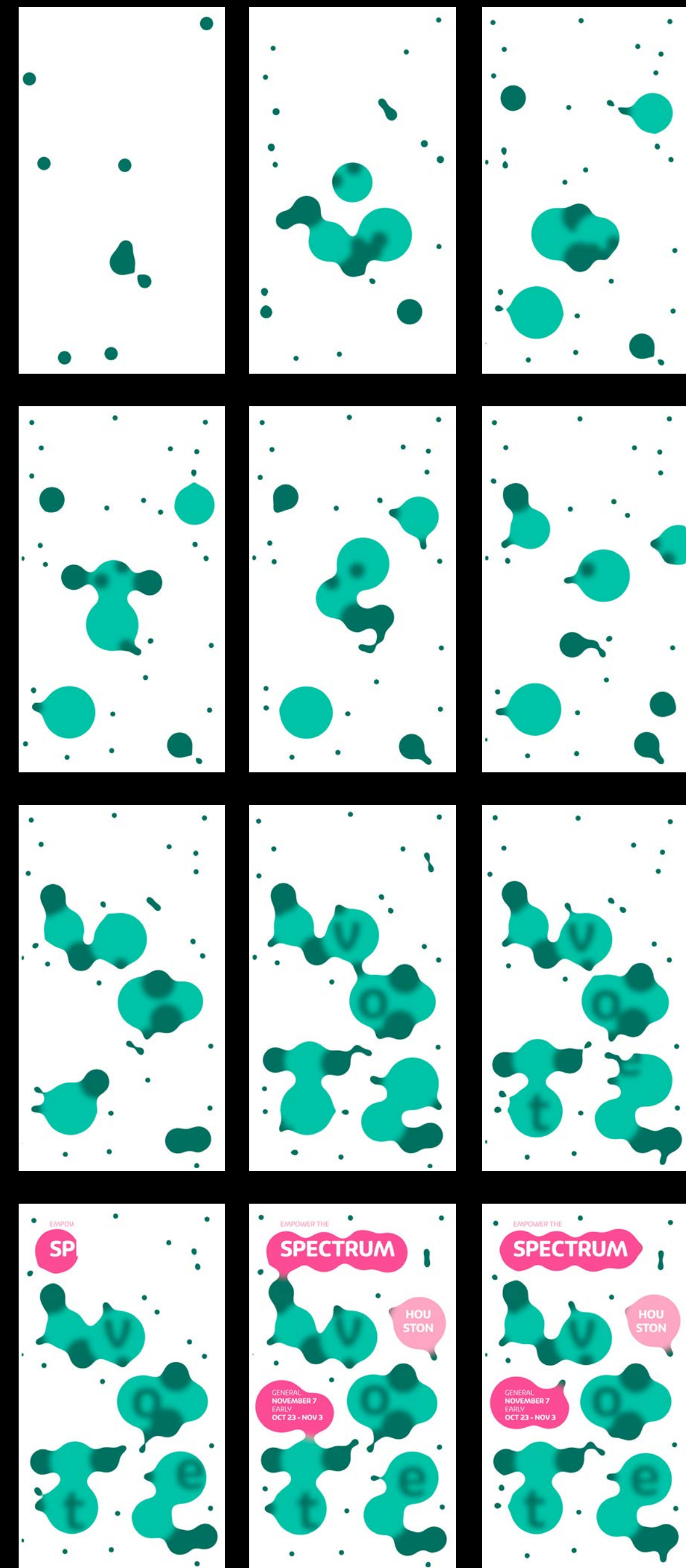
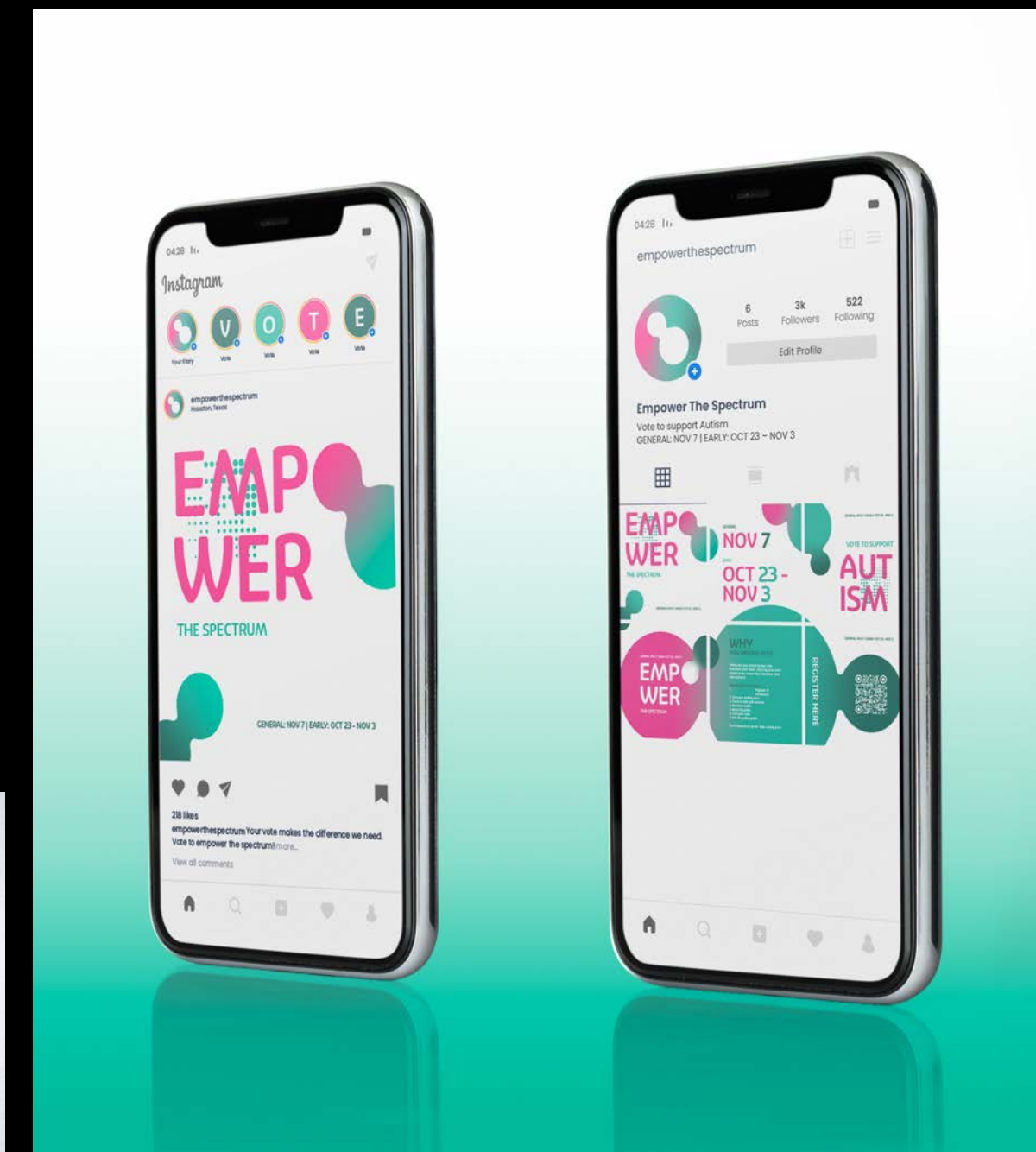


# EMPOWER THE SPECTRUM: VOTE

BRANDING | MOTION (Adobe Ai, Ae, Ps)

Access: [Motion Video](#)

"Empower the Spectrum" is a voting campaign aimed at raising awareness and empowering the autism community. Visual elements, featuring satisfying details, smooth transitions, and dynamic movements, engage the target audience. The kinetic poster uses four circles to form the letters "V," "O," "T," and "E," representing the pillars of autistic empowerment: "accept, enrich, inspire, and empower." These circles interact organically with their environment, mirroring cell behavior. Tactile textures in physical products enhance touch-based engagement.



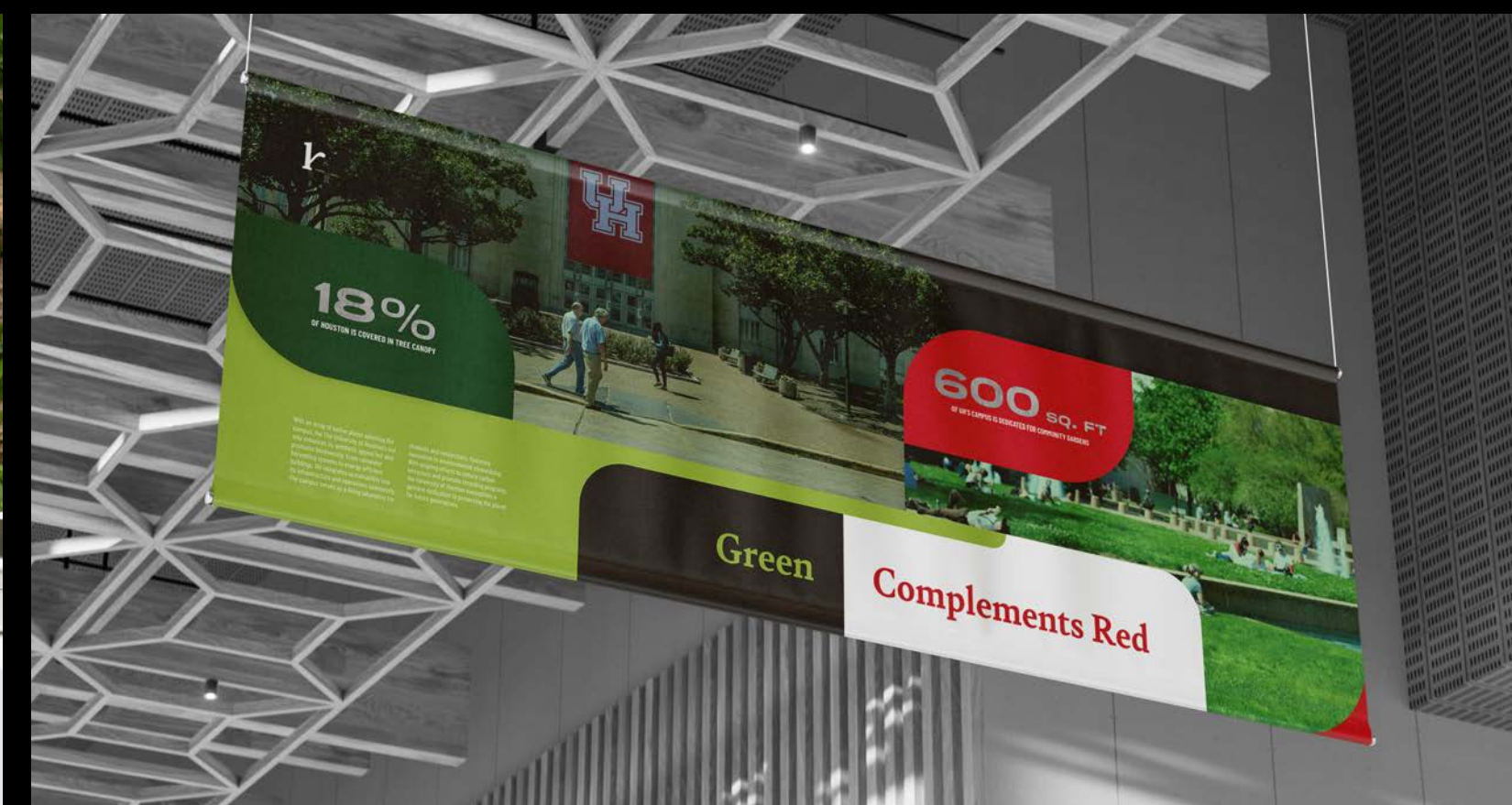
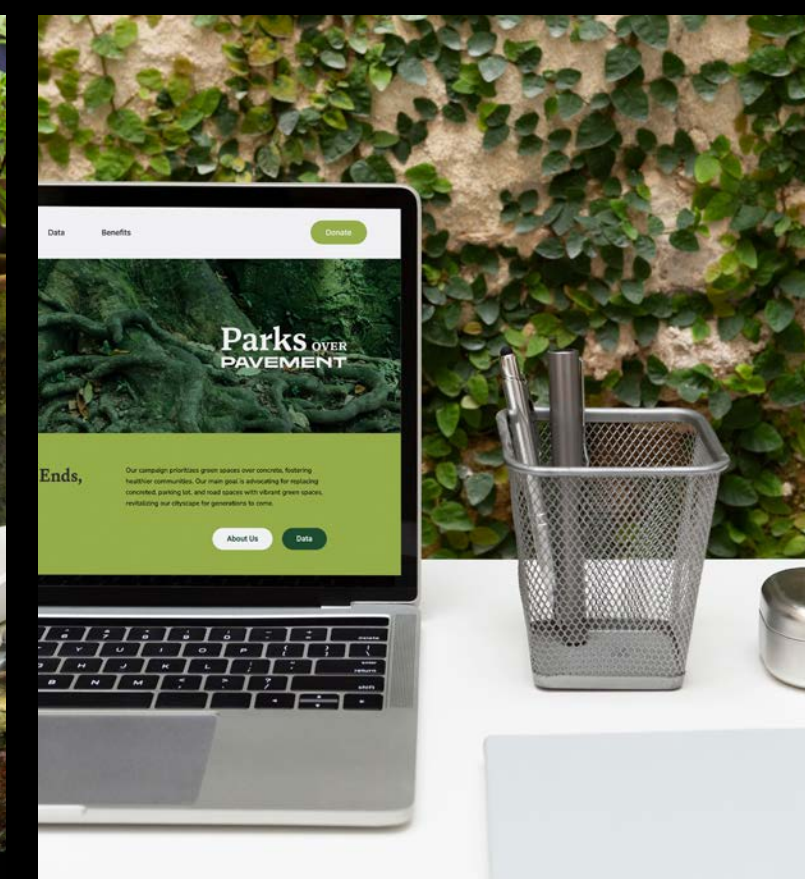
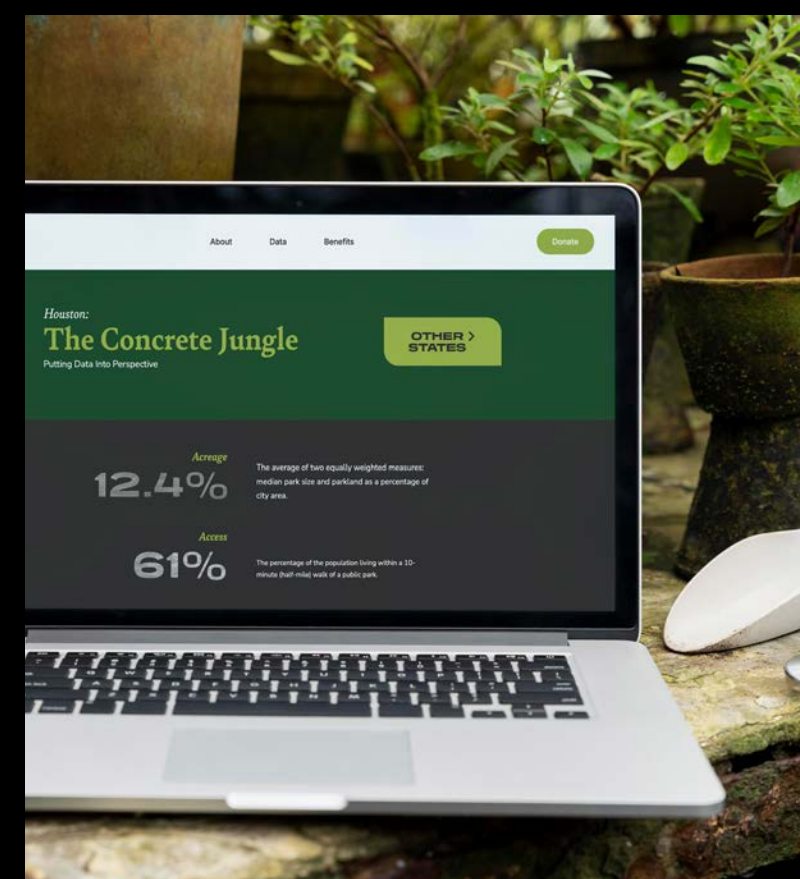
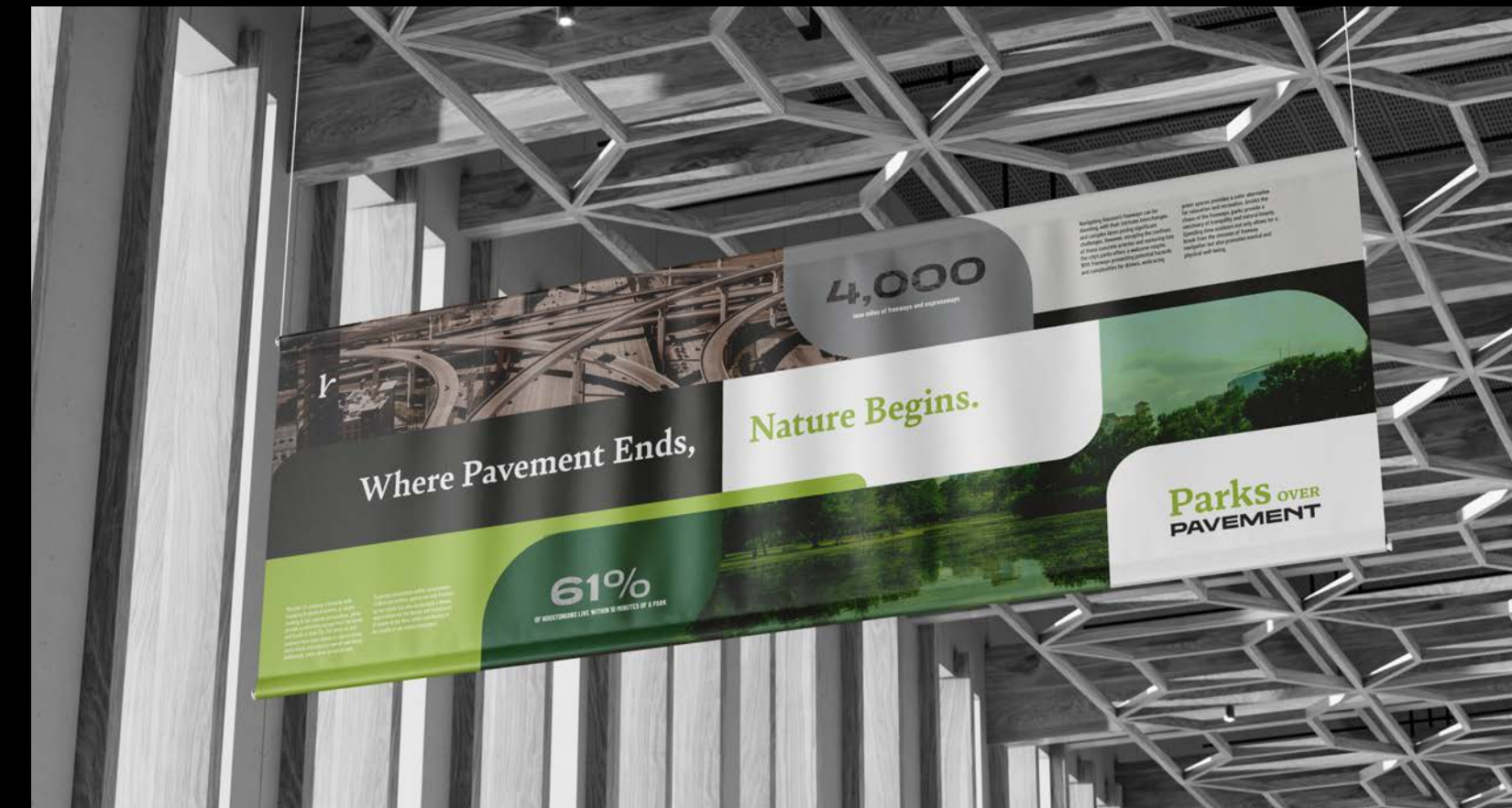


# PARKS OVER PAVEMENT

BRANDING | PRINT  
(Adobe Ai, Ps, Figma, & Wordpress)

Access: [Campaign Webpage](#) | [Portfolio Webpage](#)

This campaign is dedicated to prioritizing green spaces over concrete jungles, breathing new life into Houston's urban landscapes. Envisioning vibrant parks, gardens, and forests replacing dull parking lots and roads, contributing to the environment such as cleaner air, temperature regulation, and biodiversity preservation. The Campaign's identity highlights the distinction between pristine greenspaces and areas dominated by concrete and gray infrastructure. Posters draw attention to issues such as the extensive network of freeways that dominate the city, the necessity of prioritizing parks over expanding roadways, and the significance of preserving and enhancing greenspaces, including those at the University of Houston.





# PARKS OVER PAVEMENT

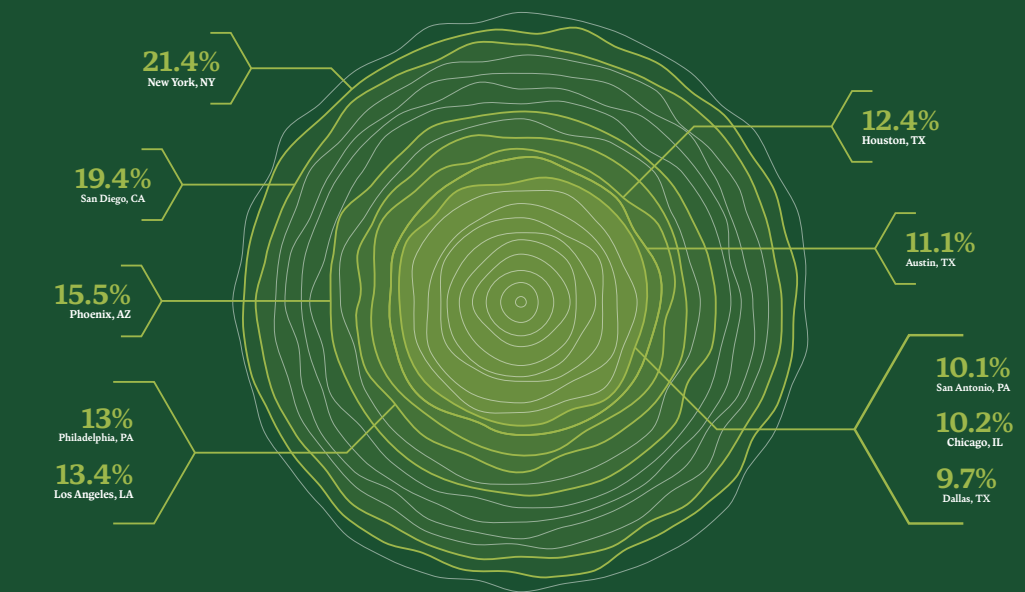
BRANDING | PRINT  
(Adobe Ai, Ps, Figma, & Wordpress)

Access: [Campaign Webpage](#) | [App Prototype](#) | [Portfolio Webpage](#)

Recent data indicates the necessity for more investment in accessible parks and recreational areas, including expanding acreage and improving infrastructure. This is essential to ensure that all residents have nearby greenspaces available to them. By employing emotionally compelling data visualizations, this approach emphasizes the urgency of the situation, aiming to inspire collective dedication towards crafting a healthier, more sustainable cityscape.

## Acreage: Parkland as Percent of City Area

(Largest U.S. Cities By Population)



The ParkScore index awards each city up to 100 points for acreage based on the average of two equally weighted measures: median park size and parkland as a percentage of city area.

Median park size is calculated using park inventories acquired from park-owning agencies within each city.

Parkland as a percentage of city area is calculated using data collected in an annual survey on streets. We remove unpopulated railroad and airport areas as well as major bodies of water from the baseline city land area.

### About Us

Our campaign prioritizes green spaces over concrete, fostering healthier communities. Our main goal is advocating for replacing concrete, parking lot, and road spaces with vibrant green spaces, revitalizing our cityscape for generations to come.

### Acreage: Parkland as Percent of City Area

Largest U.S. Cities By Population

The ParkScore index awards each city up to 100 points for acreage based on the average of two equally weighted measures: median park size and parkland as a percentage of city area. Factoring park acreage into each city's ParkScore rating helps account for the importance of larger "destination parks" that serve many users who live farther than ten minutes' walking distance.

### Help us increase this score

# 42.1/100

This year, Houston received a score of 42.1 points out of 100 based on an average of the five categories. There are 14 measures across these categories, with points awarded based on how Houston compares to the other 99 cities for that particular measure.

Points (out of 100)

- Acreage: 51
- Access: 40
- Investment: 36
- Amenities: 36
- Equity: 4

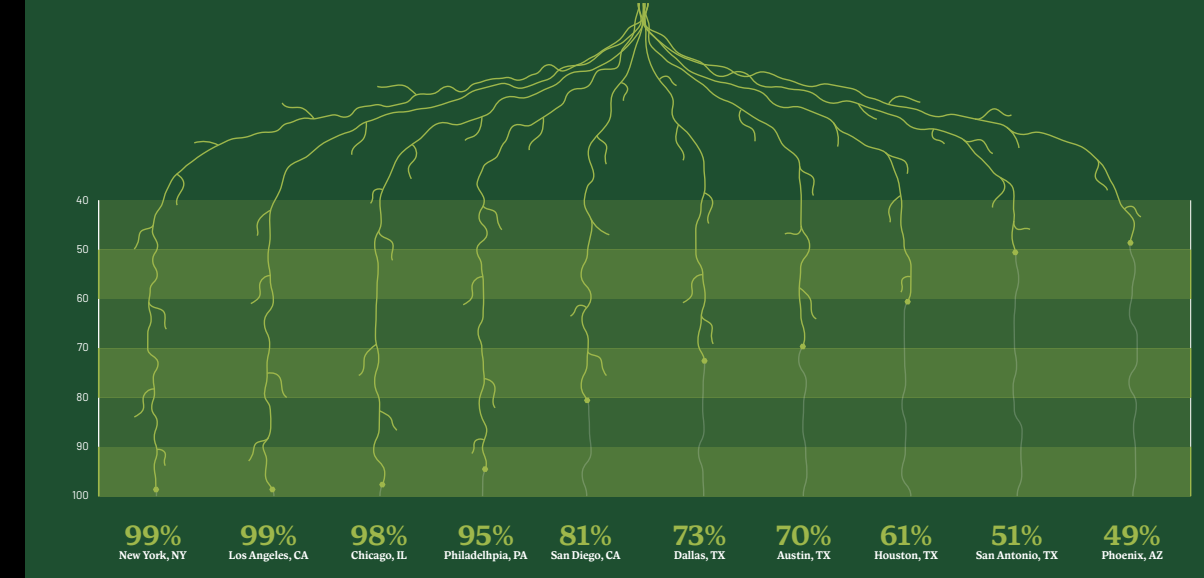
### Why Are Parks Paramount?

The benefit of parks to the city and community:

- Recreation: Parks provide spaces for leisure activities, promoting physical and mental well-

## Access: Residents within a 10-Minute Walk to Park (%)

(Largest U.S. Cities By Population)



The ParkScore index awards each city up to 100 points for access based on the percentage of the population living within a 10-minute (half-mile) walk of a public park. For each park, a 10-minute walkable service area was created using a network of walkable road network data provided by Esri. The analysis identifies physical barriers such as highways, train tracks, and rivers without bridges and chooses routes without barriers.

Explore Parks

Thursday, May 2

22° Partly Cloudy | High: 30° Low: 12° | 10% Chance

For Caio

Weekly Challenge

Memorial Park: Blue, Orange, and Red Trail

### Explore Activities

Running: Cardio | Mood | Energy | Endurance

Biking: Cardio | Mood | Energy | Endurance

### Contribute to Our Cause

## Parks OVER PAVEMENT

Fundraising

We love nature as much as you do. This is why we prioritize green spaces over concrete, fostering healthier communities. Our main goal is to advocate for replacing concrete, parking lot, and necessary road spaces with vibrant green spaces, revitalizing our cityscape for generations to come.

Learn More | Donate

### How is Houston?

## Acreage

51 / 100 pts

# 12.4%

The average of median park size and percentage of city area dedicated to parks.

Other States | Houston Data

### Data Comparison

Top 10 U.S. cities

Houston | New York | Chicago | Philadelphia

### Houston, TX

## Acreage

51 / 100 pts

# 12.4%

The average of median park size and percentage of city area dedicated to parks.

### New York, NY

## Acreage

52 / 100 pts

### San Antonio, TX

## Acreage

71 / 100 pts

# 10.1%

The average of median park size and percentage of city area dedicated to parks.

Go To Top

### Phoenix, AZ

## Acreage

88 / 100 pts

# 15.5%

The average of median park size and percentage of city area dedicated to parks.

Go To Top

## Parks OVER PAVEMENT

We are advocates for change, visionaries for a greener tomorrow in Houston. Our mission is clear: to prioritize parks over parking, transforming concrete expanses into thriving green spaces. With a passion for sustainability and a dedication to community well-being, we are the driving force behind reshaping Houston's urban landscape.

Parks Over Parking | Green Boats Gray

### What We Stand For

#### Mission

We're on a mission to enhance urban living by leading the widespread integration of green spaces over concrete landscapes. Through strategic advocacy and community engagement, we're redefining cityscapes to prioritize health, sustainability, and collective well-being. This includes increasing acreage, improving access, and boosting investment in parks.

Enhance urban living with green spaces

### Our Projects

Completed

#### Hermann Park: Northeastern Section

Descriptions: Collaborated with local authorities and community stakeholders to enhance facilities and greenery in Hermann Park, including new walking trails, upgraded playgrounds, and improved lighting for safety.

Impact: Increased park usage by 5%, improved overall community safety, and stimulated social interaction and connection among local communities.

Trail | Playgrounds | Lighting

### Support Us!

For a greener Houston

Join Parks Over Pavement in advocating for green spaces, enhancing accessibility, and fostering sustainability. Donate today to help us continue our efforts to create a greener, more livable Houston. Together, we grow.

Additionally, consider supporting the cause by purchasing our merchandise, including a stylish baseball cap and a sports water bottle.

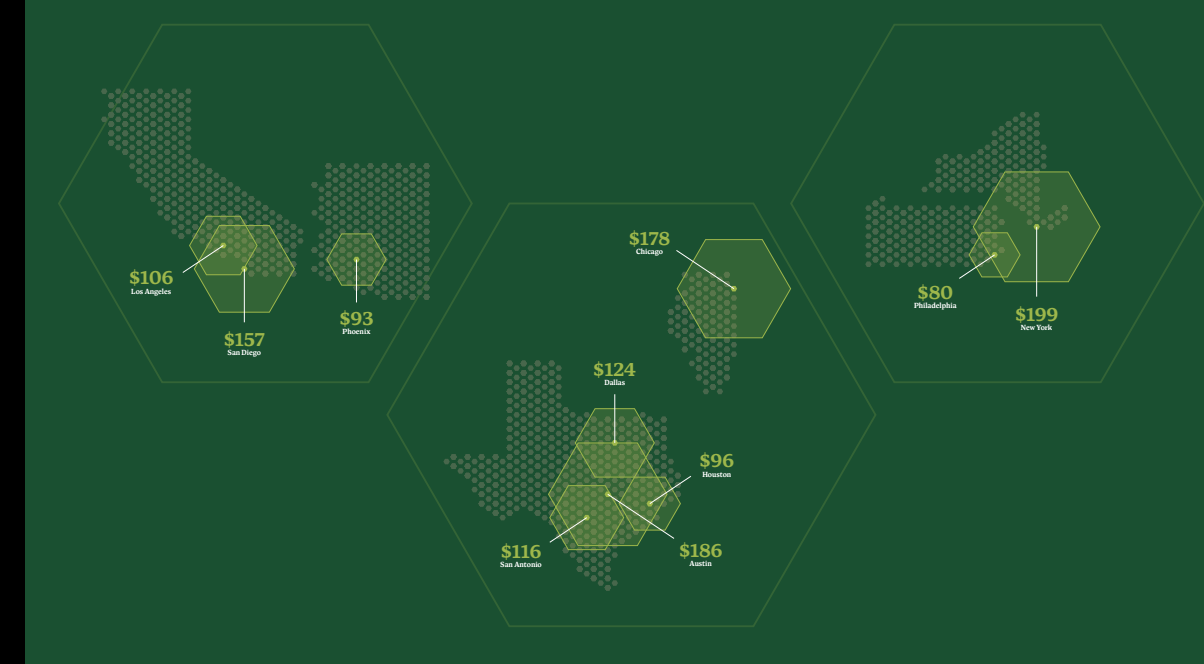
Baseball Cap: \$20

Water Bottle: \$15

Go To Website | Donate

## Investment: Spending Per Resident

(Largest U.S. Cities By Population)



The ParkScore index awards each city up to 100 points for investment in its park system based on total spending per resident. To estimate the effect of annual fluctuations this is reported as a three-year average based on the most recently available fiscal year and the two prior. This includes public spending except spending on water bills.



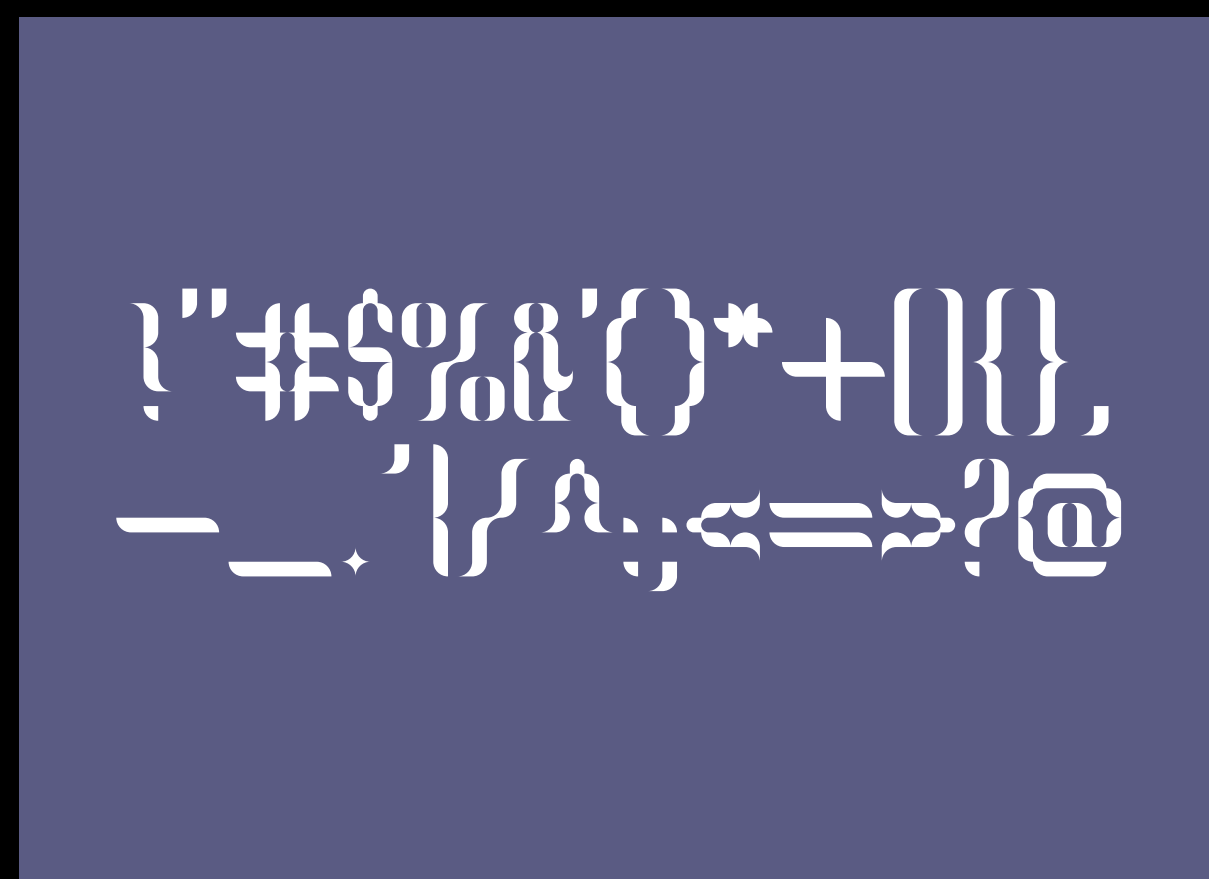
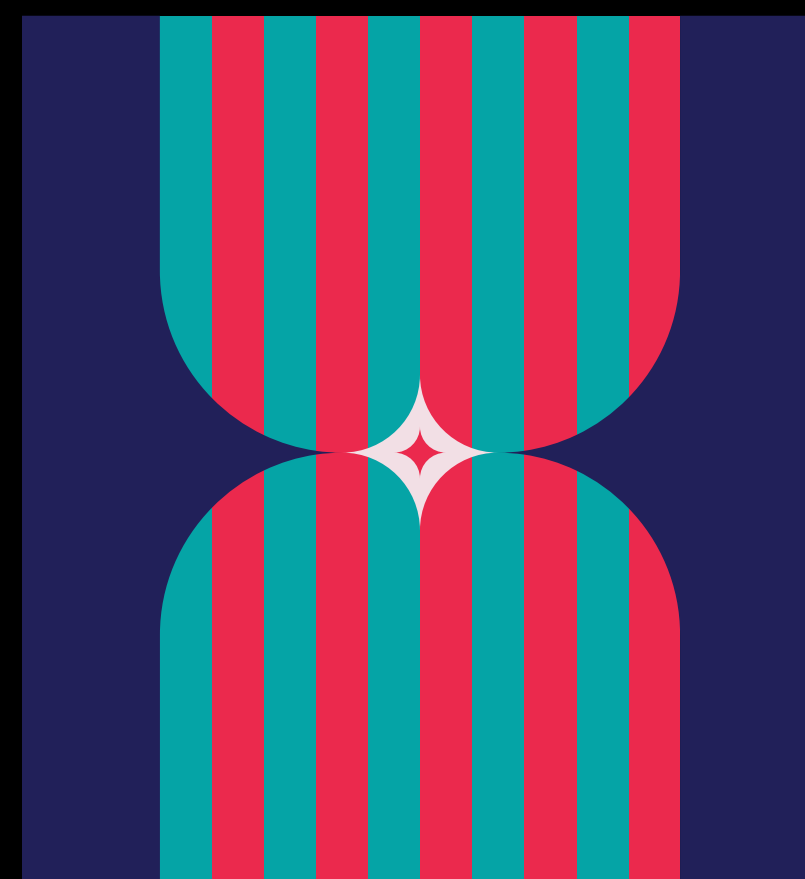
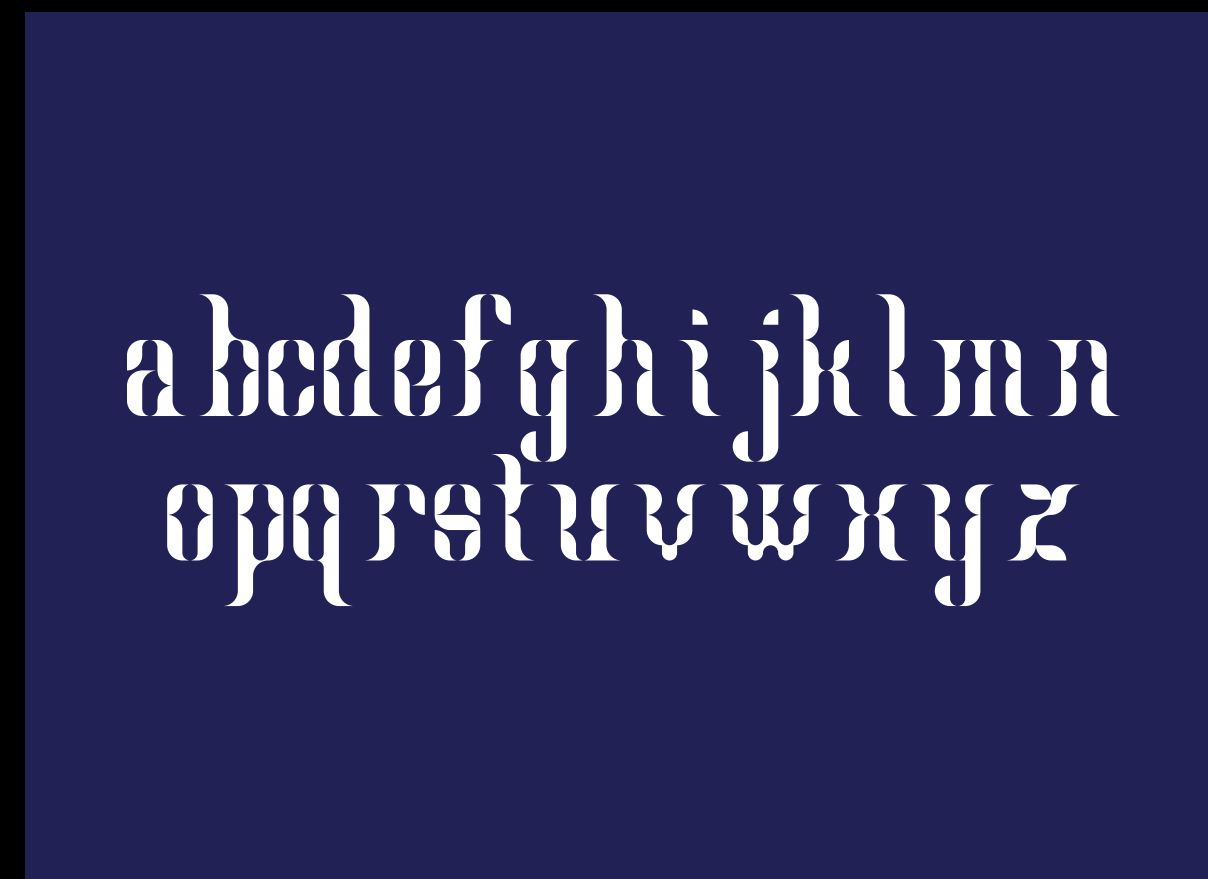
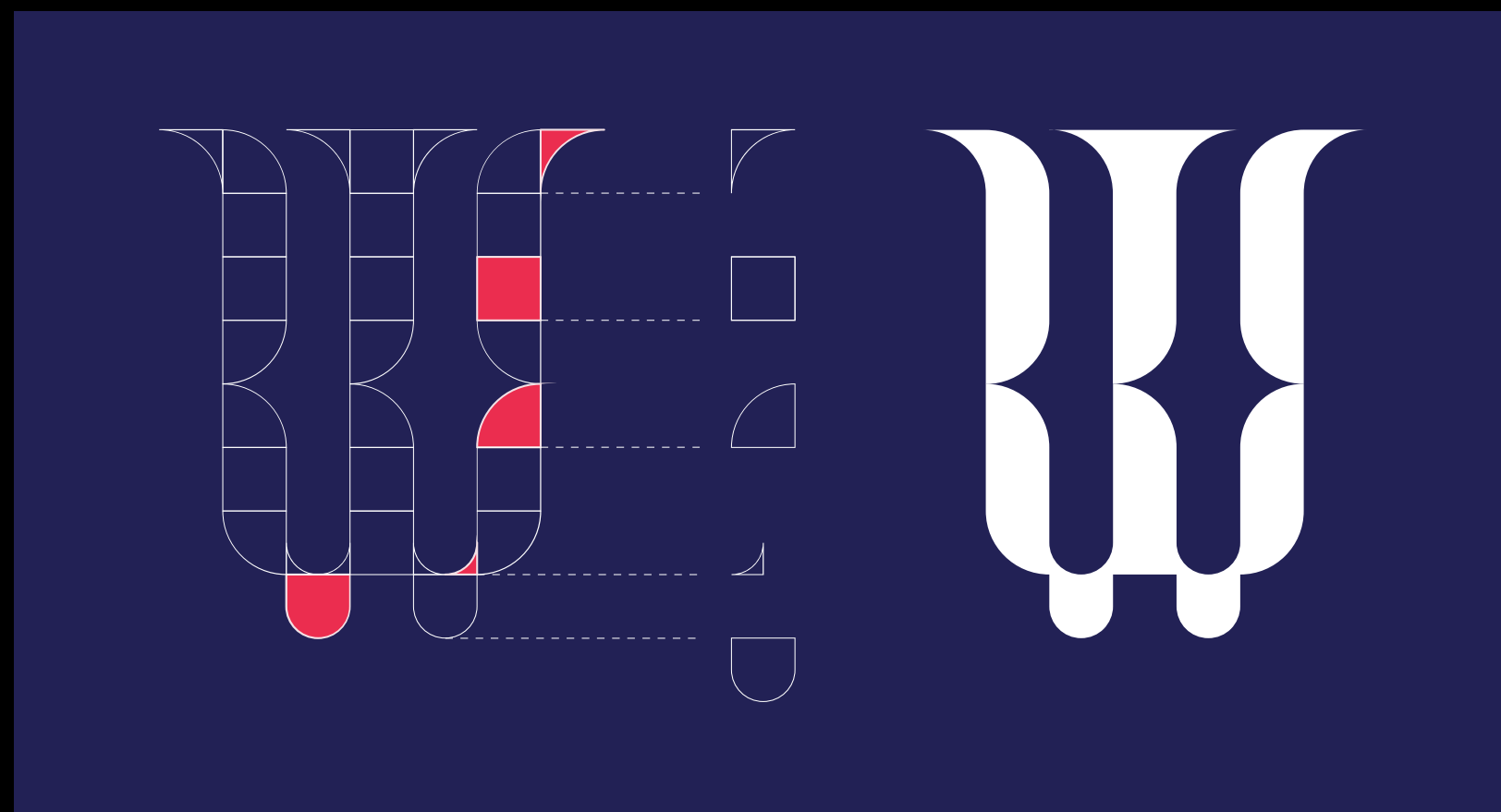
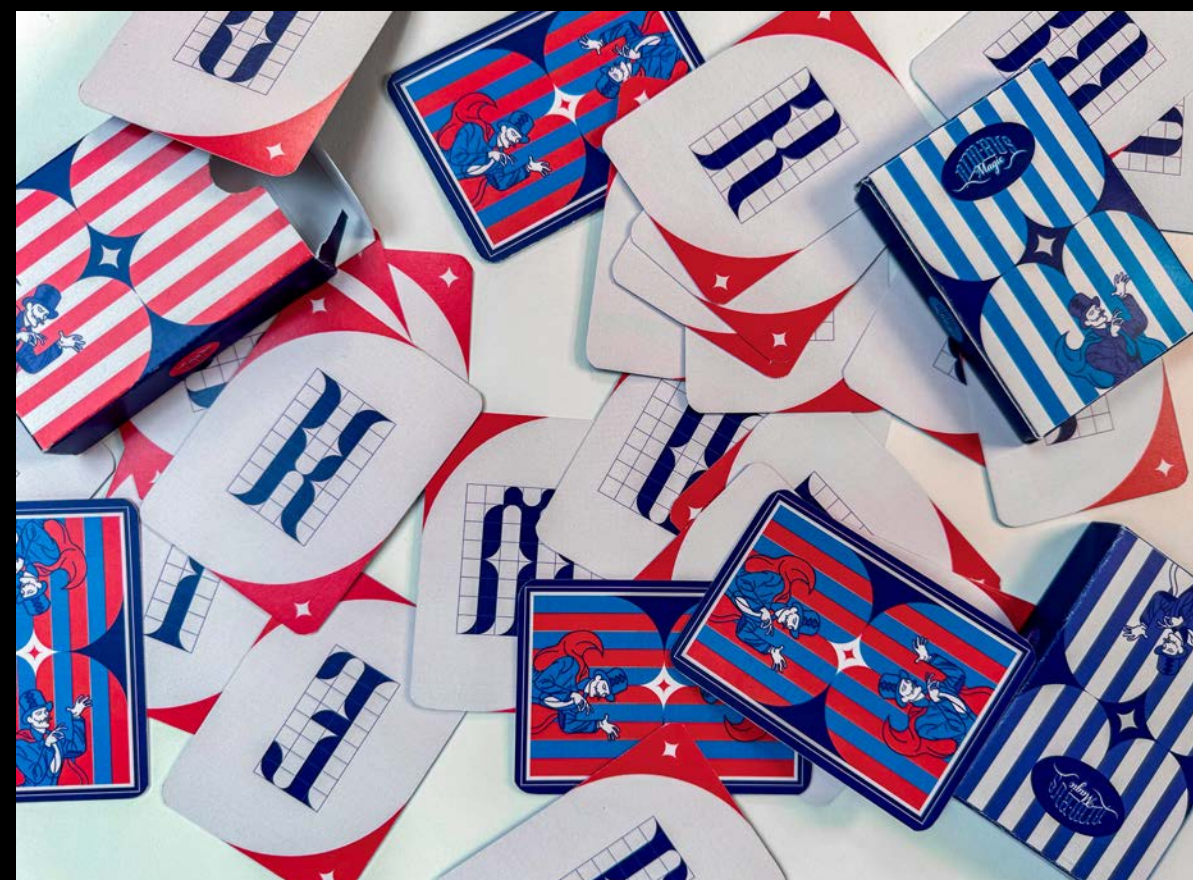
# NIMBUS: MODULAR TYPEFACE

TYPOGRAPHY | PRINT | BRANDING

Access: [Download Typeface](#) | [Portfolio Webpage](#)

Nimbus is magical and modular typeface that draws inspiration from ornate old-style fonts and the classic vaudeville aesthetic. It's as mysterious as witnessing a magic trick for the first time. Combine modules to unfold enchantment.

Based on the modernization of the classic magic aesthetic, Indents were added to create a mysterious and ornamented appearance. The high contrast (thin to thick) creates a sense of sophistication and edgy.





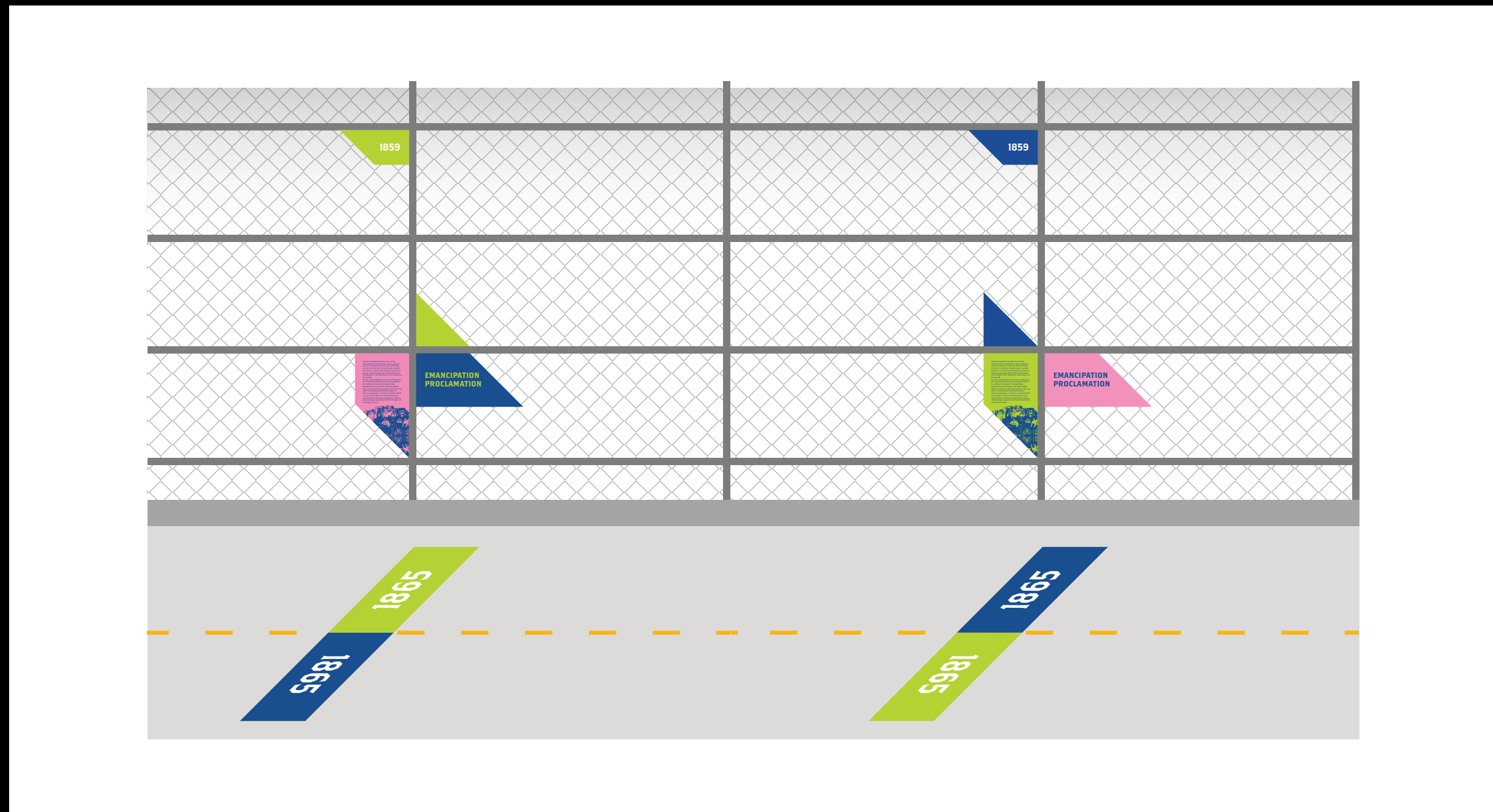
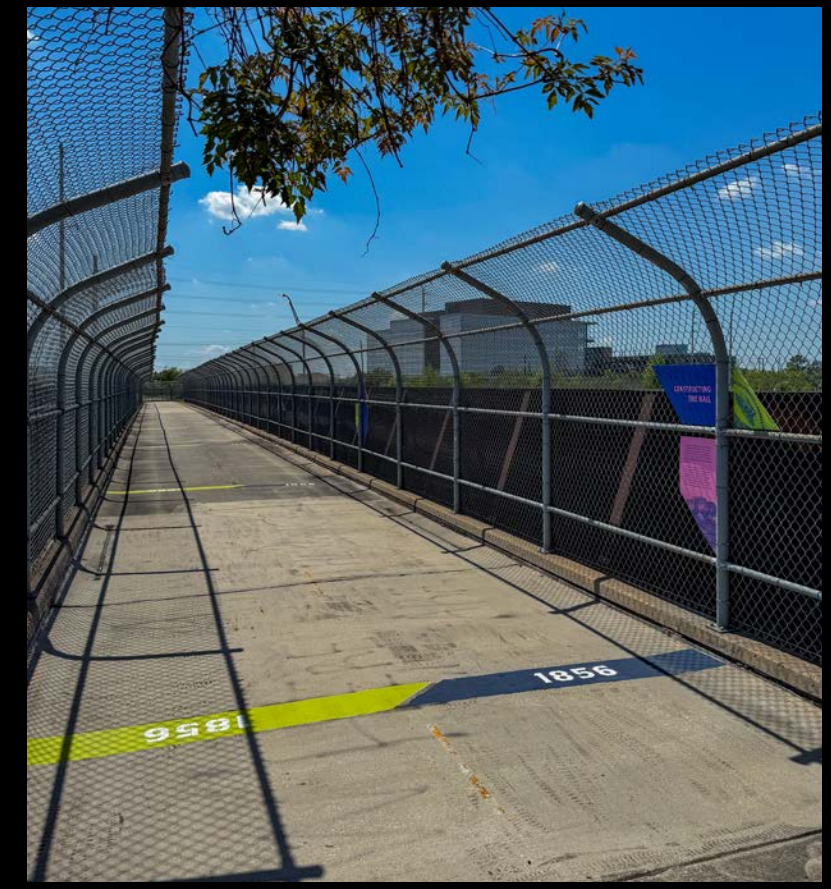
# ON TAP: BRIDGING THE HISTORY

BRANDING | ENVIRONMENTAL

Access: [Portfolio Webpage](#)

Due to the trail's significant historical background, we felt compelled to highlight the events that shaped both this trail and the community. To achieve this, we implemented a timeline of major milestones along the bridge. This creates a physical experience for passersby, bridging the past with the present both literally and figuratively.

Join us in acknowledging the past, while celebrating the strong history of community along Columbia Tap Trail.





**THANK  
YOU.**



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