

filipa.

FILIPA SIMÕES DE FREITAS

Designer & Brand
Designer & Brand
Strategist · Speaker ·
Lecturer

Branding · Marketing ·
Business · AI · Creative
Careers

Ideas that work on stage.
And in the real world.



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FILIPA SIMÕES DE FREITAS

DESIGNER & BRAND STRATEGIST · SPEAKER · LECTURER

20+ YEARS

Design, Branding & Communication

FOUNDER

OHLA Branding Studio

LECTURER

Graphic Design & Digital Marketing

TRAINING

AI Automation & Agents

SPEAKER

Branding · Marketing · Business · AI

BIO

Filipa Simões de Freitas is a designer and brand strategist, founder of OHLA Branding Studio, lecturer and speaker.

With over 20 years of experience, she works at the intersection of branding, strategy, marketing and business, bringing to the stage a practical perspective built on real-world experience with brands, clients and projects.

In 2026, she expanded her work into Artificial Intelligence through specialised training in AI Automation and Agents, and now integrates AI and automation into her professional practice and her thinking around creativity, marketing and business.

ON-STAGE EXPERIENCE

WordCamp Portugal 2026

The problem isn't WordPress — it's client management.

WordPress Day for Ecommerce

The brand sells before the website does.

LSD — Lisbon School of Design

No one teaches you this.

Other appearances: WordPress Meetup Lisbon · WordPress Pico/Azores · Geek Girls Portugal · The W Experience — Lx Factory · Get the Job Podcast.



TALKS

BRANDING + MARKETING

PRETTY POSTS DON'T SELL. AND AI WON'T FIX THAT.

Creating more content doesn't mean building a better brand. A talk about what needs to happen before the post, Reel, ad or prompt: positioning, differentiation, messaging and strategy.

BRANDING + IA

AI TURNED EVERYONE INTO A CREATOR. NOW WHAT?

When everyone has access to the same tools, the ability to produce is no longer the advantage. Judgement is.

A talk about creativity, differentiation and brands in a world where ideas, copy, images and campaigns can be generated in seconds.

CREATIVE BUSINESS + CAREER

NO ONE TEACHES YOU THIS: SURVIVING YOUR FIRST YEARS AS A DESIGNER.

Clients, money, boundaries, expectations and learning to say no. Everything that rarely makes it into a Design course, but that the real world teaches you very quickly.

Talks can be adapted to the audience, context and format of each event. Available for talks, keynotes, panels, workshops, training sessions and corporate events.

SOCIAL



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