

PAOLA FERNÁNDEZ

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EDUCATION

Masters in Graphic Design
ESDesign of Barcelona
2020-2021

Bachelor of Science
Journalism and Mass Comms
Minor: *Business Mngmt/Marketing*
University of Colorado Boulder
2012-2016

SKILLS/TOOLS

Adobe Photoshop,
InDesign, Illustrator, C4D,
After Effects, Figma, Midjourney

Creative Strategy, Art
Direction, Ideation, Production,
Project Management

Print + Digital Campaigns,
Logo Creation, Product
Design, Social Media Content

Brand identity, Illustration,
Marketing, Product Design,
Visual Communication

Storyboarding,
Motion Design, Motion
Graphics, 2D/3D Animation,
Product Packaging

Fluent in English and Spanish,
Italian Working Proficiency

Working knowledge of
Squarespace, Wordpress

4 years agency experience

AWARDS

Muse Awards, Gold
Strategic Program - Comm /
Marketing Campaign

Webby Awards, Honoree
Social: Sustainability &
Environment 2023

Creative and innovative professional with 4 years of experience leveraging design principles to plan, develop, and execute complex projects across a spectrum of clients in entertainment, music, fine arts, tech, beauty and more. Utilizes strong background in graphic design, packaging, label design, and animation to meticulously craft illustrations and designs aligned with brands and product goals. Identifies technical and abstract design thinking to intuitively make connections between trends and create engaging visual content.

PROFESSIONAL EXPERIENCE

Publicis (Re:Sources)

Advertising and PR Agency | New York, NY

Designer (Contract)

Oct 2023 - Present

- Lead Designer for Pfizer's new AI-driven internal platform, Charlie
- Collaborate with 1 Art Director, 1 Creative Director, and 1 copywriter, translating creative briefs and client requirements into designed digital pieces
- Content ranges from editorial pieces, video, and animation
- Maintains strict deadlines while using Pentagram's newly-created style guidelines

Praytell

Creative Exchange Agency | Brooklyn, NY

Designer

Oct 2021 - May 2023

- Conceptualized, designed, and delivered 1000+ graphics across various digital and print mediums including social posts, display ads, motion graphics, branding, and event materials
- Collaborated with 3 Art Directors / 4 Creative Directors, translating creative briefs and client requirements into designed pieces for notable brands like Electrify America, Paxos, Clairol, Sally's, CHI, and JVN Hair
- Ideated and fully produced Paxos' social assets, which yielded 20% and 10% engagement on Twitter and LinkedIn, respectively, surpassing KPIs
- Grew Tishman Speyer social media two-fold, with engagement rate of 2% on Instagram and 3.5% on LinkedIn, exceeding client benchmarks
- Crafted 60 designs for signage, ads, and large-scale print artwork for Electrify America
- Partnered with 4 copywriters and 3 strategists, brainstorming innovative ways to bring concepts and brands to life across 20+ diverse social and omnichannel campaigns
- Maintained strict deadlines of 4+ simultaneous projects while delivering quality work
- Supervised 5 freelancers and new designers, ensuring delivery of high-quality project outputs
- Crafted and presented 30+ presentations to clients and internal teams

Junior Designer

Nov 2020 - Oct 2021

- Collaborated with one team member to design labels and packaging for two food and beverage companies, including Anheuser-Busch
- Coordinated with 2 creative team members, aiding in the creation and maintenance of social media and marketing content for a diverse client base including Danone, CHI, and Goose Island, among others
- Leveraged expertise in illustration, photography, logo creation, animation, layout, and composition to address and resolve client needs effectively
- Spearheaded design of Allyship Pulse social media assets, demonstrating initiative, autonomy and responsibility

Design Intern

Sept 2020 - Nov 2020

- Implemented social media strategy for Norton, yielding 2.5% CTR and 1.5% ER across Instagram and LinkedIn, exceeding internal KPIs and industry averages
- Supported creative team with diverse ad-hoc requests, such as creating social content, digital and print marketing materials, and handling in-house requests
- Demonstrated creativity and took initiative by ideating and producing Compañeros DE&I group logo