

PAULA VARGAS

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Profile and Objective

Passionate about design aesthetics and the delivery of direct messages through effective communication. Seeking a challenging role in Junior UI/UX or Senior Graphic Design position to leverage creative expertise and leadership skills in driving impactful design projects and delivering compelling visual experiences.

HIGHLIGHTS OF QUALIFICATIONS

- +5 years of experience in the creative industry: Worked in Editorial Design, Brand Identity, Web Design, and Product Design.
- Proficient in developing and maintaining consistent brand identities: Skilled in designing logos, color palettes, typography, and brand guidelines that accurately reflect the essence of a brand.
- Demonstrates exceptional project management skills: Able to handle multiple projects simultaneously, meet deadlines, and collaborate with cross-functional teams effectively.
- Proficient in conducting user research and crafting personas: Utilizes design thinking methodologies to deliver seamless and enjoyable user experiences.
- Achievements: Earned President Honor List & High Distinction in Interactive Media Management Interaction Design program at Conestoga College.
- Multilingual communication: Fluent in English and Spanish, enabling effective communication.

EDUCATION

Postgraduate Certificate in Design Management

George Brown College, Toronto, Ontario

September 2023 - June 2024

- Design Strategy
- Managing Innovation and Creativity
- Case Studies and Applications

Graduate Certificate in the Interactive Media Management Interaction Design

Conestoga College, Kitchener, Ontario

September 2022 - June 2023

- Prioritized user needs, designing intuitive and visually appealing interfaces using a User-Centered Design Approach
- Developed well-structured wireframes and user-friendly interfaces for seamless user experiences.
- Skilled in Adobe XD, Sketch, Figma, and Miro, with basic HTML, CSS, and JavaScript knowledge.

Bachelor's degree in Visual Arts with Emphasis on Graphic Expression

Pontificia Universidad Javeriana, Bogota, Colombia

August 2014 - March 2019

- Created a cohesive brand presence across print materials, including brochures, posters, business cards, and digital assets like web graphics, social media visuals, and email marketing designs.
- Demonstrated a strong understanding of typography, designing visually appealing and legible content using various fonts and typefaces. Showcased expertise in crafting well-balanced and aesthetically pleasing layouts for print and digital media.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign).

WORKING EXPERIENCE

Branding - Think Redefined - Oakville, Ontario

March 2023 – Present

- Spearheaded the development of a captivating visual identity, including a new logo, business card, and templates for Invoice, Excel, PowerPoint, and Word, effectively embodying the brand's unique personality.
- Crafted a comprehensive brand book guide encompassing brand overview, logo usage, color palette, typography, and brand guidelines, exemplifying best practices for consistent brand representation.

UI/UX Internship - Conestoga College - Kitchener, Ontario

February 2023 - April 2023

- Conducted thorough user research, resulting in the strategic development of information architecture, user goals, and journey maps, contributing to the enhanced user experience on the Media Services Team site.
- Designed interactive and visually engaging user interface elements, elevating the overall user experience, and fostering increased user satisfaction.

Graphic Designer - Conestoga College - Kitchener, Ontario

November 2022 - April 2023

- Conceptualized and meticulously maintained visual assets supporting online course offerings.
- Crafted custom graphics tailored for Animators, Instructional Designers, and Front-End Developers, ensuring a cohesive and captivating learning experience.
- Collaborated synergistically within a team environment to develop interactive and visually compelling learning materials, resulting in enriched educational content.

Editorial Designer - Grupo Planeta - Bogota, Colombia

January 2019 - November 2021

- Successfully designed over 50 book covers spanning various genres, contributing to the release of 5th and 6th editions and bolstering book sales.
- Demonstrated exceptional project management skills by outlining tasks and adhering to timelines within a collaborative team setting.
- Developed captivating designs for books encompassing diverse topics such as Wellness, Education, Politics, Influencers, and Literature.

Volunteer in Visual Designer and UI/UX Designer - YW Kitchener, Ontario

April 2023 - Present

- Led a rebranding initiative for In Her Shoes, focusing on modernization and enhanced communication, leading to increased engagement and community outreach with the Project Manager.
- Conducted meticulous research using the Design Thinking process, including interview analysis, problem statement formulation, and ideation through assumption mapping and user architecture.
- Developed various low, medium, and high-fidelity prototypes to support an iterative design process, ensuring seamless refinement of design solutions.

Volunteer in Founding Partner RECA - Bogota, Colombia

August 2010 - Present

- Organized social events and holiday get-togethers while managing a team of volunteers.
- Contributed to establishing brand guidelines by designing a distinctive logo and color scheme.