



Graphic Designer
Print + Digital Specialist
www.paolaugartedesign.com

Contact

- ☎ (818) 518-4133
- ✉ paolaugartejob@gmail.com
- 📍 Northridge, California 91325

Summary

Creative, brand-savvy Graphic Designer with over 10 years of experience delivering high-impact visual solutions across print and digital channels. Proven ability to lead marketing campaigns, manage cross-functional design projects, and translate complex ideas into compelling, on-brand creative. Adept in Adobe Creative Suite (Mac), content creation, print production, and CMS platforms.

Core Skills

- Brand Strategy & Development. Print and Digital Campaigns. Marketing Collateral (Brochures, Direct Mail, Social Ads)
- Presentation Design (PPT, Keynote, Figma)
- Web design (Front End), CMS (WordPress, Wix) & Email Design Campaigns (Act On, Mailchimp, Constant Contact)
- Cross-functional Team Collaboration
- Project Management & Fast Turnaround Execution
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD). Basic Video Editing (Premiere Pro, Canva Video, iMovie). MS Office: Word, Excel, PowerPoint. Google Suite: Doc, Slides

Language

- Bilingual: English / Spanish
Fluent in both written and spoken

Education

B.A. Of Arts - Graphic Design Major

Pontifical Catholic University of Peru

Experience

Adzigne - Senior Graphic Designer (Freelance) 2024 - 2025

Northridge, CA 91325

- Led the design and marketing direction for product launches, social campaigns, and print deliverables across healthcare, e-commerce, and education sectors.
- Designed branded content for web banners, social media, email templates, and product packaging.
- Delivered copy and visual content for newsletters, brochures, blog graphics, and advertising banners.
- Improved brand consistency across digital channels while maintaining rapid delivery schedules.
- Implemented e-mail campaigns using HTML/CSS and CMS integrations.

Pro Image Advertising - Graphic Designer

2023 - 2024

Woodland Hills, CA 91325

- Design Agency-Fast Paced environment.
- Produced visual branding, event collateral, web graphics, and corporate identity printed materials for a wide variety of clients and industries. (Construction, Real Estate, Beauty, Fashion, Healthcare, Food and Beverage) Designed catalogs, annual reports, and posters, working closely with printers.

UltraLuxe Skin Care - Graphic Designer

2021 - 2023

Chatsworth, CA 91311

- Created packaging, labels, and Branding content for product lines and Skin Care Education Materials
- Developed cross-platform digital assets for storefronts, landing pages, and banner ads.
- Designed trade show materials, direct mailers, print ads, and sell sheets.
- Supported product development user-focused visuals.
- Collaborated with product managers, developers, and photographers to bring cohesive campaigns from concept to execution.

Highlights

- Agency experience: Fast-paced, multi-client environments (Ionic Media, Vonazon Digital)
- Also Corporate Experience (Guitar Center HQ)
- Social Media Graphics (Instagram, LinkedIn, Facebook, Mobile and more)
- UI/UX Design experience. Also CMS: WordPress, Wix
- Tools: Figma, Asana, Canva
- AI: Chap GPT, Gemini, Deep Seek, Gamma