

Paola Ugarte

Graphic Designer

Northridge, CA 91325

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Creative and detail-oriented Senior Graphic Designer with over 7 years of experience producing marketing collateral across diverse sectors including fashion, real estate, construction, beauty, and healthcare. Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and proficient in web design (Front End-WordPress, HTML, CSS). Strong organizational skills with a proven track record of managing multiple projects in fast-paced environments, project management with team collaboration & communication. Experienced in UI/UX design and adept in PLM systems, demonstrating agility and precision in delivering high-quality designs that meet tight deadlines.

Technical Skills:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver)-Mac & PC proficient.
- Web Design (WordPress, HTML, CSS, Wix, Squarespace, Magento, Shopify, Figma, Sketch) | Office 365 (PowerPoint, Word, Excel, Outlook)
- Corporate Layouts & Social Media Campaigns Graphics (Typography & Layout Design)

Work Experience

Senior Graphic Designer

Pro Image Advertising -Woodland Hills, CA

May 2023 to October 2024

Graphic design for Branded materials and marketing collateral for print and digital deliveries. From invitations, corporate layouts, packaging, brochures, catalogs, postcards, banners/email blasts, digital presentations for construction, beauty, healthcare, interior design industries. Ability to manage multiple design projects simultaneously, ensuring timely delivery and client satisfaction.

Senior Graphic Designer

UltraLuxe SKIN CARE -Chatsworth, CA

July 2021 to May 2023

- Marketing collateral items: Like technical sheets, price lists, Catalogs, Manuals, flyers, brochures, shelf talkers, postcards, gift cards
- Packaging & Labels: Design for offset print, digital print, silk screening. Created retail packaging detailed dielines, design mockups, print ready artwork for packaging designs. Collaborating with vendors to ensure packaging compliance and timely production.
- Digital marketing: Social media assets, E-mail blast (klaviyo, mailchimp, constant contact)
- Web design and e-commerce: (Shopify) web admin: images product & details. Presentations for products or private label clients
- Managed the full design process from ideation to final product, ensuring adherence to brand guidelines.

Senior Graphic Designer

Adzigne - Design Studio -Northridge, CA

February 2017 to June 2021-

- Bobrick 05/2019-03/2019 | Full Time Graphic Designer
- Regal Medical Group 08/2018-04/2018 | Full Time Graphic Designer
- Underwraps 03/2020-07/2019 | Full Time Graphic Designer

Among Duties: Digital marketing (CMS banners and images, E-commerce and web admin duties). Print collateral items (Catalogs, packaging, ads), e-Newsletters and Billboards. Web design wireframes/front end design (UI). Experience in working with multiple brands, sub-brands, and/or subsidiaries and developing co-branded and complementary marketing materials.

Senior Graphic Designer

VONAZON Marketing Agency -Simi Valley, CA

March 2016 to January 2017

Digital marketing (CMS banners and images, E-commerce and web admin duties). Also White pafes, e-books, e-Newsletters and trade show collateral. Web design wireframes/front end design (UI). Email Campaigns, sosial media graphic assets.

Senior Graphic Designer

Guitar Center -Headquarters in Westlake Village, CA

November 2011 to January 2016

- E-Learning CMS for store employees, Web admin maintenance for CMS(SABA)
- Design & Print collateral: GC branding, technical sheets, presentations, award shows & trade show items • Experience in working with multiple brands, sub-brands, and/or subsidiaries and developing co-branded and complementary marketing materials.

Education

B.A. Fine Arts. Graphic Design Major

Pontificia Universidad Católica del Peru - Lima - Peru

Adobe Max Seminars/Scrum Master Certified

July 2016 to Present

Skills

<ul style="list-style-type: none">• CUSTOMER SERVICE (10+ years)• PRE-PRESS (10+ years)• PACKAGING (1 year)• Softwares Shipping (UPS/Fedex)• BRAND IDENTITY (10+ years)• DIRECT MAIL (10+ years)• INSTRUCTIONAL DESIGN (10+ years)• REAL ESTATE (5 years)• Social Media Assets (3 years)• Web design• Illustration• Indesign (10+ years)• Acrobat (10+ years)• Dreamweaver (5 years)• Adobe Creative Suite (10+ years)• Adobe Photoshop (10+ years)• Adobe Illustrator (10+ years)• Adobe InDesign (8 years)• HTML5 (Less than 1 year)• Adobe After Effects• CSS (2 years)	<ul style="list-style-type: none">• Microsoft Office (10+ years)• Microsoft Word (10+ years)• Microsoft Powerpoint (10+)• Microsoft Outlook (8 years)• Excel (3 years)• Microsoft Excel• Project management software• Color theory (10+ years)• Typography (10+ years)• Photo manipulation (10+ years)• Graphic design (10+ years)• Interaction design (5 years)• User research (3 years)• Web design (5 years)• Beauty Industry (1 year)• Healthcare Industry (1 year)• Packaging (5 years)• Print advertising (10+ years)• Layout design (10+ years)• Pre-press (6 years)• Production design (6 years)	<ul style="list-style-type: none">• User Interface (UI)• Email Marketing• Agile• Marketing (3 years)• Scrum• Usability• UI• Sketch• Adobe Premiere• Silkscreen color separation• Label (LX900) (1 year)• Magento• WordPress• Art direction• Analysis skills• Communication skills• Figma• E-commerce• Wireframing• MailChimp• Digital Marketing
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Languages

- Spanish - Fluent
- English - Fluent

Links

<https://paolaugartejob.wixsite.com/paolaugartedesign>

<https://www.linkedin.com/in/paougarte/>