

fig.1 : Graphic Designer



WORK EXPERIENCE

2022-2023 • Unmade MX
Project Manager (Product)

2022-2023 • Oso Films: Estacion Wadley Film
Graphic Designer for Props

2021-2022 • Beehive Marketing
Design Consultant / Sr. Designer

2019- Present • Dos Uno Studio
Owner and Creative Director

2018 • Parametro Studio
Graphic Design Intern

ABOUT ME

I'm Paulina, a graphic designer specializing in branding and packaging design, with illustrative skills. My design approach is very conceptual and narrative, and I'm currently looking to apply it beyond digital design and traditional printing methods, as I'm delving into the world of event and experience design and management. I have a keen eye for detail and I am passionate when it comes to strengthening brand-client relationships.

I have a multicultural background, having grown up moving from one country to another with my family, so I adapt easily to new environments and enjoy teamwork. *I am currently based in the EU.*

ACADEMIC BACKGROUND

2024- IED (Instituto Europeo di Design) - Barcelona, Spain
2025 Postgraduate Degree in Event Design and Management

2014- UDEM (Universidad de Monterrey) - Monterrey, México
2019 Bachelor's Degree in Graphic Design

- Field of Specialty: Branding, Packaging and Product Launching
- Internship at Parámetro Studio

2013- Instituto di Moda Burgo - Monterey, México
2014 Fashion Design

- Fashion Illustration
- Pattern drawing and Sewing Overview

2008- ACS Cobham International School- Surrey, England
2010 High School

SHORT COURSES

- 2024 Aula Creativa Master- Madrid, Spain**
Master (Short Program)
Digital Marketing
- 2022 Elisava + BAU : Barcelona , Spain**
1 month of studies + workshop courses
Editorial Design: Experimental Publications Workshop
Sustainable Graphic Design (Packaging) + Illustration
- 2019 Creative Media Skills - Pinewood Studios : Buckinghamshire , UK**
4 Week Art Department Essentials
• Production Design, Props, Miniature Model Making, etc.
- 2018 Design West Summer School (GMIT Letterfrack) : Galway, Ireland**
Certificate in Design Research (Special Purpose Award)
• Graphic Design Research and Work Exhibit (Level 9 NFQ)
- 2018 Annie Atkins- Graphic Design For Film Workshop : Dublin, Ireland**
Weekend Workshop
• Graphic Props for Film
- 2016 School of Visual Concepts : Seattle, WA, USA**
Two Short Courses (2 Weeks)
• Hand Lettering and Letter Press
- 2014 Parsons- The New School : New York , NY, USA**
Summer Course
• Fashion Design
- 2011 Central Saint Martins : London, England**
Summer Course
• Fashion Design Introduction

AWARDS AND RECOGNITION

- 2019 INDIGO DESIGN- INDIGO DESIGN AWARD: GOLD, NETHERLANDS**
Gold Prize Winner in Poster/Brochure Category (Freelance)
- 2019 CENEVAL - CENTRE FOR NATIONAL EVALUATION AWARD WINNER, MEXICO**
National Prize Winner for Outstanding Graphic Design (Academic)
- 2018 SPECIAL PURPOSE AWARD, DESIGN WEST : DESIGN UNPLUGGED, IRELAND**
Level 9 NFQ Special Purpose Award

SKILLS

Graphic Design	Product Photography	Illustrator	SEO	SEM	Illustration	Spanish
Event Design & Management	Market Research	Photoshop	Leadership	Google Ads		English
Brand Strategy	Creative Direction	Indesign	Communication	Creative Copy		French