

# PAOLA MARTIN

## GRAPHIC & UI/UX DESIGNER

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*An ambitious, tech savvy designer with multiple years of professional graphic & web design experience developed through a life-long passion.*

*Please visit my professional portfolio at [www.POWLA.com](http://www.POWLA.com).*

### KEY SKILLS & COMPETENCIES

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- Adobe CS
- Wordpress
- CSS
- HTML
- E-Commerce
- SEO
- Photography
- Printing

### EXPERIENCE

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*POWLA - Jacksonville, FL / Los Angeles, CA 2015-Present*

#### **Freelance Graphic & Web Designer**

- Created Wordpress websites for: bigbearsnutrition.com, raydepadua.com, karmaticaprints.com, deyomarketing.com, gettagripp.com, mb-nutrition.com, topspindiving.com
- Designed promotional materials for concert venues: Burro, 1904, Underbelly, Raindogs, Hi-Ho Lounge and Howlin Wolf Den.
- Develop identities and branding guidelines.
- Strategize marketing tactics for companies and executed them through design.
- Logos
- Websites
- Promotional
- Event Photography
- Print Design
- Packaging

*VAMPROSE GLOBAL - Los Angeles, CA August 2015-June 2016*

#### **Freelance Graphic Designer**

Freelance designer for one of Japan's leading rock bands, VAMPS.

- Creating diverse merchandise products for their international e-commerce store.
- Increase social media accounts and audiences through organic practices.
- Implemented creative stylization of mass artwork assets.
- Design website assets for their Shopify store.
- Merchandise Design
- Commerce CMS
- Social Media Marketing
- Photography and Re-Touching

*TSHIRT EXPRESS - Jacksonville, FL May 2013-June 2015*

#### **Lead Graphic Designer & Assistant Manager**

The largest screenprinting shop in Jacksonville, responsible for over a quarter-million prints annually.

- Re-brand their overall identity.
- Create and design user-friendly website with an online order form to streamline business transactions, thus resulting in 10% increase in customer accounts.
- Create custom shirt designs from customer ideas, sketches and concepts.
- Vectorize rastersized artwork into color seperated, spot color, print files.
- Expose screens and register artwork on both manual and automatic printing presses to ensure quality control.
- Custom Illustrations
- Marketing Strategies
- SEO
- Wordpress
- Management
- Customer Service
- Screen Printing

*Stagelightingstore.com - Jacksonville, FL January 2011-May 2014*

#### **Graphic & Web Designer**

Online retail store with over twenty thousand products.

- Redesign overall website, optimize web assets for optimal site speed and performance.
- Product photography with the use of professional lighting and boxes.
- Manage a small creative team of four other designers.
- Develop marketing strategies, campaigns and advertisements.
- Photo Re-Touching
- CMS Netsuite
- Data Entry with .csv
- Flash Animation