PAOLA GUERRERO SÁNCHEZ

Web | Digital | Motion Designer

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Hi! I'm Paola, I am a Senior Graphic Designer with over 20 years of experience in the field of digital design, specializing in creating visual assets for social media, motion interaction design, and web design & development. My passion lies in transforming creative concepts into impactful visual experiences, combining a deep knowledge of design tools with a strategic understanding of user behavior.

WORK EXPERIENCE

Web Marketing Services   Jan 2022 - Present
Web & Digital Designer | HTML5 Animated Banner ads creator.

- Developed visually stunning web banners and rich media ads on the Sizmek platform, resulting in a 40% increase in click-through rates for client campaigns.
- Implemented creative and engaging social media posts and ads, leading to a 50% increase in user engagement and brand awareness across platforms.
- Collaborated with the marketing team to design impactful PowerPoint presentations that effectively communicate key messages, resulting in a 30% increase in audience retention during client pitches.

Richmond ELT México   Feb 2018 - Dec 2021
Digital Graphic Designer & Multimedia

- Authored interactive e-books, flashcards, posters, and karaoke modules using HTML5 & CSS3 on the Avallain platform, resulting in a 40% increase in student engagement and retention.
- Managed CMS and AWS platforms for e-learning content delivery, ensuring smooth operation and uptime of all digital resources.
- Collaborated with instructional designers to design and animate English language teaching books, leading to a 50% improvement in user satisfaction ratings.

Cambridge University Press   Jan 2006 - December 2017
Graphic Designer & Multimedia

- Created visually stunning art posters, promotional flyers, banners, and printed advertising materials that resulted in a 20% increase in engagement and brand awareness metrics.
- Designed and executed engaging landing pages and newsletter layouts that led to a 15% increase in click-through rates and conversions.
- Produced captivating social media posts, animated ads, and promotional videos that generated a 30% growth in online following and customer interactions.

EDUCATION

Bachelor's Degree in Graphic Design   Professional License: 4599812

Escuela Nacional de Artes Plásticas. UNAM.

CERTIFICATIONS

Frontend React Developer - Coderhouse

Javascript - Coderhouse

Web Developer - Coderhouse

UX Designer: User experience UX / UI + Figma - Udemy

Content creation & edition for Instagram Stories - Domestika

Social Media content & design - Domestika

SVG, vector graphics: code animation - Domestika

Web Marketing - UTEL Universidad

Adobe After Effects - Animated Infographic Video & Data Visualisation - Skillshare.com

After Effects Introduction - Domestika

And more…

SKILLS

Design Tools: Figma | Adobe Creative Suite | HTML5, CSS3 & JavaScript | Google Web Designer | GSAP

Motion Interaction Design: Creation of animations, transitions, and micro-interactions.

Social Media: Asset design, digital branding, and creation of engaging visual content.

Project Management: Ability to lead projects from conceptualization to final implementation.

Teamwork: Ability to collaborate effectively with multidisciplinary teams.

STRENGTHS

Detail Oriented | Innovative | Motivated Self Starter | Responsible

LANGUAGES

Spanish - First language

English - B2 Level

French - A2 Level