



PAOLA A PERDOMO

CONTACT ME

Portfolio: **PAOLADESIGN.NET**

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Address: 2715 Academy St.
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MY EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts: Media & Journalism

Graphic Design & Editing

Minor: **Information Systems**

Degree Received: May 2016

SKILLSET

Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign, PremierePro)

Productivity suites: Microsoft Office, LibreOffice, OpenOffice, Google Docs

Distributed Version Control: Git/Github, Codeanywhere, command shell (BASH),

Programming languages: Markdown, HTML5, CSS3, JavaScript, MySQL

Web platforms: Sharepoint, Wordpress, Jekyll, reveal.js

Operating systems: Mac, Windows, Linux

RELEVANT COURSES

Introduction to Graphic Design,

Information Graphics,

Introductory Interactive Media,

Introduction Programming,

Computers & Society,

Retrieval/Analysis of Information,

Tools for Information Literacy,

Information Systems Analysis & Design,

Database Concepts & Applications,

Information & Computer Ethics

WORK EXPERIENCE

CIRCLE GRAPHICS (10/16 - 2/16)

ART CONSULTANT

- Provided personal customer service for multiple fine art e-commerce websites with varied printing methods and surfaces
- Assisted clients with artwork choices based on decor and personal taste, design consultation and review of images

- Proved ability to establish rapport with clients and exceed sales quotas

- Improved customer satisfaction through expert resolution of conflicts, issues and concerns

PFIZER, INC. (5/16 - 9/16)

SUMMER COMMUNICATIONS SPECIALIST

- Piloted the initiation and execution of design campaign to update and modernize internal brand in the biotechnology part of company

- Collaborated with executive leaders on diverse marketing projects and initiatives resulting in design and written collateral distributed to interdisciplinary Pfizer network
- Designed new internal intranet site after careful investigation and research on the best user-end experience and usability techniques

UNC CAMPUS RECREATION (6/15 - 5/16)

GRAPHIC DESIGNER/MARKETING TEAM

- Develop concepts for marketing initiatives released to population of 20,000+ students
- Design promotional materials (posters, flyers, digital advertisements) to accompany large-scale marketing campaigns
- Assist in organization and selection of dynamic photos to establish visual strength of website
- Collaborate with marketing personnel to create and follow singular aesthetic of company brand while creating new standards

MY LANGUAGES

• **Spanish:** fluent

• **French:** conversational