



Paola Adame

CONTACT

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 (919) 478 7537

SKILLS

WHAT I USE

Illustrator	UX/UI Ideas
InDesign	HTML + CSS
Photoshop	Javascript
Premiere Pro	
After Effects	

WHAT I DO

Branding + Marketing
Creative Direction
Graphic Design
UX/UI Research
Web Design
Front-End Web Development
Infographics
Presentations
Videography

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

CLASS OF 2016

Bachelor's Degree in
Media & Journalism:
Visual Communications

Minor in Information
Systems

AFFILIATIONS

GIRL DEVELOP IT RDU

WOMEN WHO CODE

Raleigh/Durham Chapter

AIGA

Raleigh Community

EXPERIENCE: JOBS + INTERNSHIPS

Freelance Designer

JULY 2016 - PRESENT

Projects have included marketing infographics, creative direction and execution for a children's clothing line, restaurant menu design, programs for athletic teams, logo design and web development for online blogs and stores.

Clients include Method Savvy, Tribusai, UNC Career Services and Cardinal Gibbons High School.

Graphic Design Specialist at Divi Marketing, Inc.

MARCH 2017 - PRESENT

Divi is a Caribbean resort company with a lineup of 8 vacation properties.

I am responsible for the maintenance of 5 supporting websites, while assisting to modernize the main diviresorts.com website. I create web and print marketing materials for advertising campaigns directed at varying audiences. I am leading the effort to update the brand collective and improve overall organization, workflow and distribution of work in the department.

Art Consultant at Circle Graphics

OCTOBER 2016 - FEBRUARY 2017

Circle Graphics is an online-based producer for digital graphics.

I provided specialized customer service for multiple e-commerce websites with varied printing methods and surfaces. I assisted clients with artwork choices based on image quality review and made adjustments to the files accordingly. I proved ability to establish rapport with clients and exceed sales quotas.

Communications Intern at Pfizer, Inc.

MAY 2016 - AUGUST 2016

Pfizer is one of the world's largest biopharmaceutical companies, with the Sanford, NC site being a leader in the Pfizer Global Supply division.

I executed design campaigns to update and modernize internal brand through presentations, logos, templates and videos. I designed new intranet web page to improve user experience and efficiency. I collaborated closely with executive team on diverse marketing projects and initiatives for continuous improvement.

Marketing Graphic Designer at UNC Campus Recreation

JUNE 2015 - MAY 2016

The Campus Recreation group encourages students to live a healthy lifestyle while in college and in post-grad life.

I worked with the marketing director to develop advertising initiatives released to population of 20,000+ students. I created all the posters, flyers and digital advertisements to accompany these large-scale campaigns. I assisted in establishing brand strength for new website through photo editing, graphics and composition based on UX principles.

LANGUAGES

SPANISH

I am a fluent speaker, advanced reader and intermediate writer.

FRENCH

I am a conversational speaker, intermediate reader and beginner writer.