

Design Portfolio

About

Paulina Bolaira
Mid-Weight Graphic Designer
2024



Paulina Bolaira

Mid-Weight Graphic Designer

I am a Melbourne/Naarm-based graphic designer with a passion for driving meaningful change through design, while also spreading smiles wherever possible. I take pride in being a proactive and efficient individual, and my core values revolve around kindness, honesty, and a deep love for learning.

My expertise in design is backed by strong proficiency in Adobe Creative Suite and various other creative tools. I have honed my skills while working in a fast-paced global Out-of-Home company, which has equipped me with the ability to thrive in competitive environments. I am adept at collaborating within a team, possessing excellent communication skills that facilitate seamless cooperation and teamwork.

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Contents

01

Pigeon Project

Visual Identity Design, Digital Design,
Presentation Design

04

JCDecaux (Lions Partnership Brief Response)

Branding, Image Manipulation,
Graphic Design

07

Unwoven

Branding, Creative Direction, Print,
Campaign Media Design, Graphic Design

10

South Yarra Strength

Social Media Content, Photography,
Videography, Digital Design

02

Aboriginal Carbon Foundation

Campaign Media Design, Branding,
Creative Direction, Digital Design

05

JCDecaux (Lego Brief Response)

Branding, Image Manipulation,
Graphic Design

08

JCDecaux Reconciliation Action Plan (RAP)

Graphic Design, Branding, Print and Digital Design
Campaign Media Design

03

JCDecaux (Kia EV9 Brief Response)

Branding, Image Manipulation,
Graphic Design

06

JCDecaux Marketing Collateral

Visual Identity Design, Digital Design,
Graphic Design, Print

09

Threechiefs

Campaign Media Design, Graphic Design,
Branding, Creative Direction, Digital Design



01 Pigeon Project

Visual Identity Design, Digital Design, Presentation Design

Objective - My objective centered around the successful rebranding and redesign of the Pigeon Project presentation following JCDecaux's acquisition of APN Outdoor Group. The aim was to showcase the vibrancy and innovation of the project, emphasizing outdoor advertising in transit through the use of a new suite of pigeons.

Approach - To achieve this objective, I initiated a large-scale application of the pigeons on buses and trams nationwide. The messaging was strategically reworked to highlight outdoor advertising

When: 2 September 2022
What: Branding, Digital Design, Presentation Design
Who: JCDecaux

in transit, with the pigeons employing creative elements such as paper planes, roller skates, and utilizing buses and trams to convey the message. The approach sought to inject a sense of fun and unexpectedness into visual communication in the public domain, aligning with the dynamic nature of JCDecaux's advertising efforts.

Results - The rebranding efforts for the Pigeon Project were successful in providing a fresh and contemporary appearance to the presentation. By incorporating a unique and vibrant design,

the revised presentation effectively communicated the innovative nature of the project and highlighted JCDecaux's consumer research community as a valuable source of rapid insights into their audience. The new presentation style and layout reflected the lively spirit of the Pigeons in Transit project, contributing to a dynamic and engaging visual communication strategy for JCDecaux.



WHAT IS THE PIGEON PROJECT?

The Pigeon Project is JCDecaux's very own **consumer research community**, providing unique and rapid insight into the JCDecaux audience.

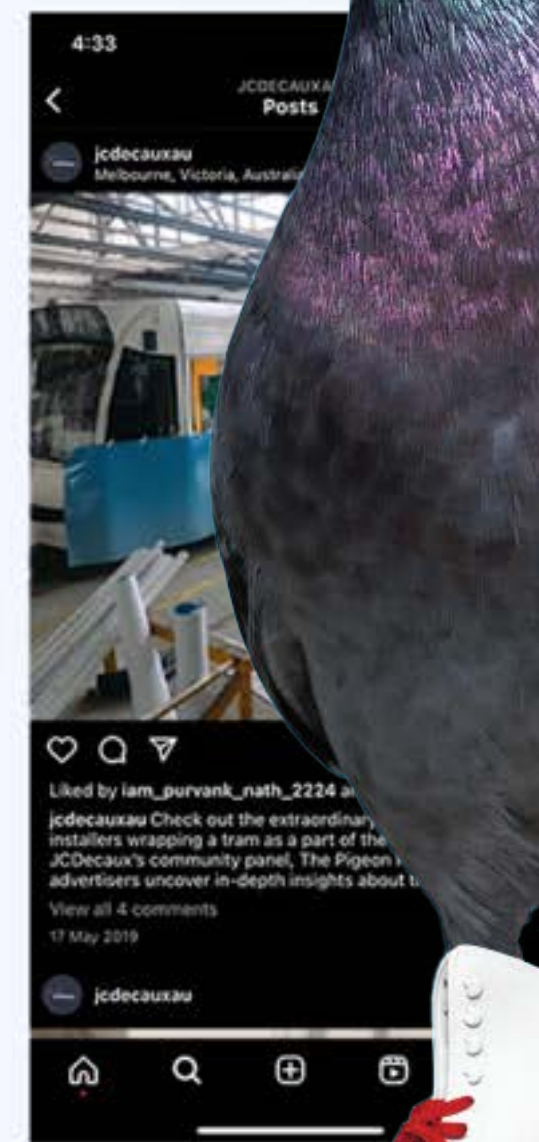
MEMBER PROFILE

The Pigeon Project member base is a younger professional workers with above average income, and found mostly on the Eastern Seaboard.

Average age 35	Professionals 43%
Parents 29%	Male 36%
Syd, Melb or Bris 88%	Average income \$70,000

HOW IT WORKS

- 01 JCDecaux designs Pigeon Project surveys in collaboration with our advertising partners
- 02 Members are invited to participate in surveys by
- 03 Members complete surveys on their desktop, tablet or mobile device
- 04 Members receive a prize entry for every survey they complete
- 05



02

Aboriginal Carbon Foundation

Campaign Media Design, Branding, Creative Direction, Digital Design

Objective - The goal was to create a campaign for Cultural Fire Credits, fostering Indigenous-led projects and traditional land management. As a RAP committee member, I aimed to spotlight the benefits of traditional cultural fire knowledge.

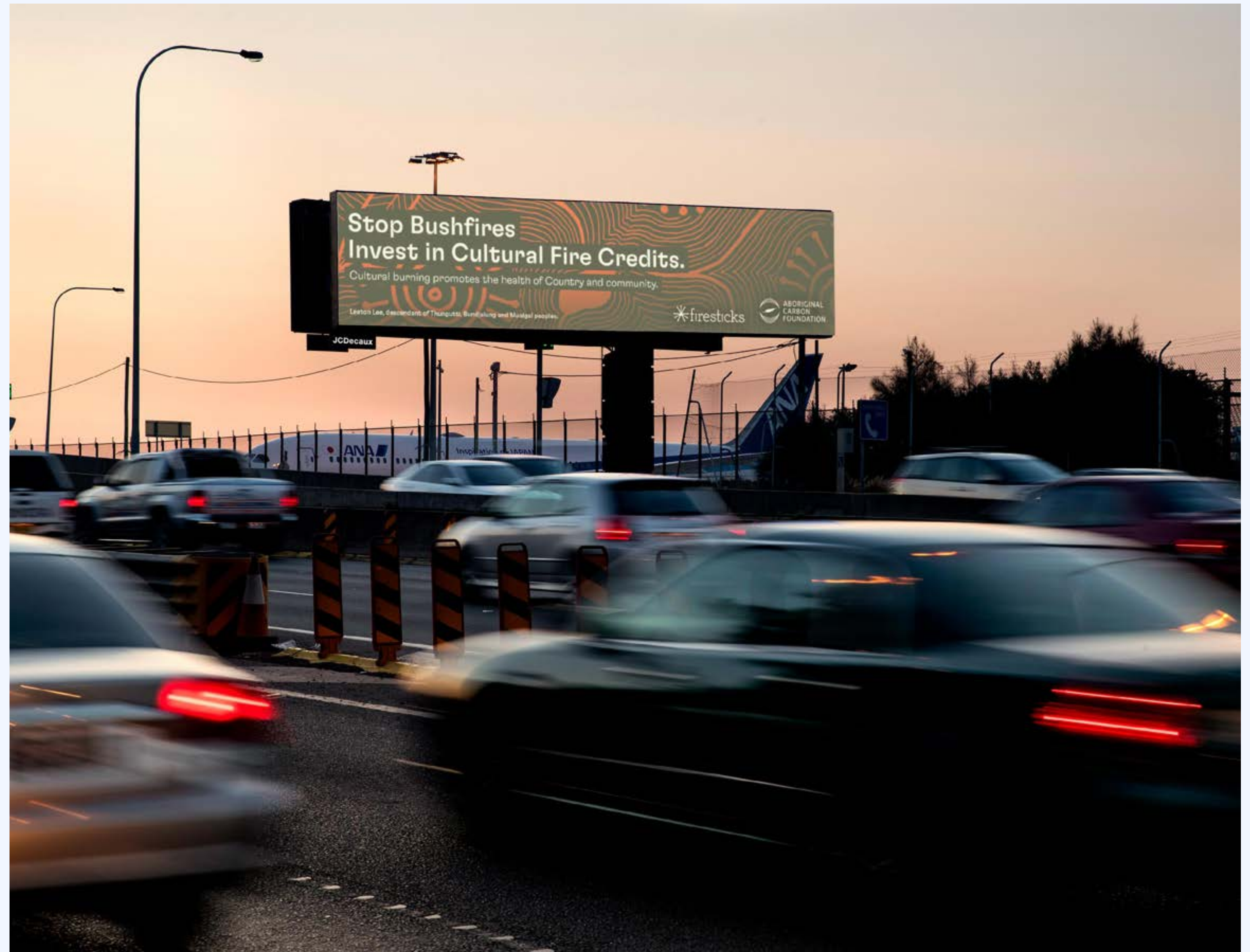
Approach - I initiated the campaign, crafting culturally sensitive content. The strategy involved designing for Out-of-Home assets and optimizing for sharing on JCDecaux's social media and web platforms, ensuring a broad reach across both physical and digital channels.

Results - Successfully transitioning from concept to execution, the campaign featured on Out-of-Home assets and gained traction on JCDecaux's digital platforms. This integrated approach effectively communicated the importance of Indigenous-led initiatives and traditional land management practices.

When: 23 November 2022

What: Branding, Digital Design, Campaign Media Design

Who: JCDecaux

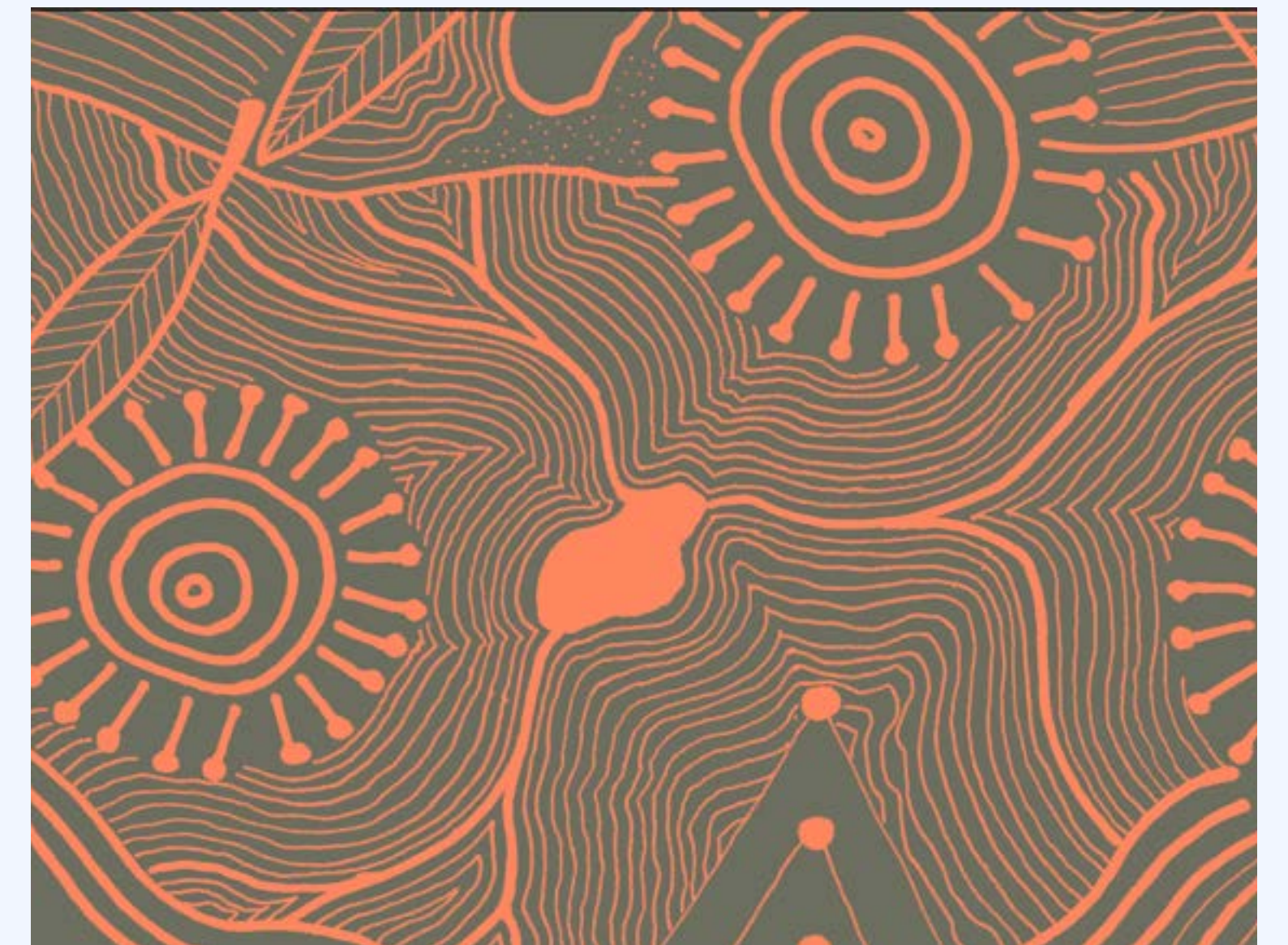
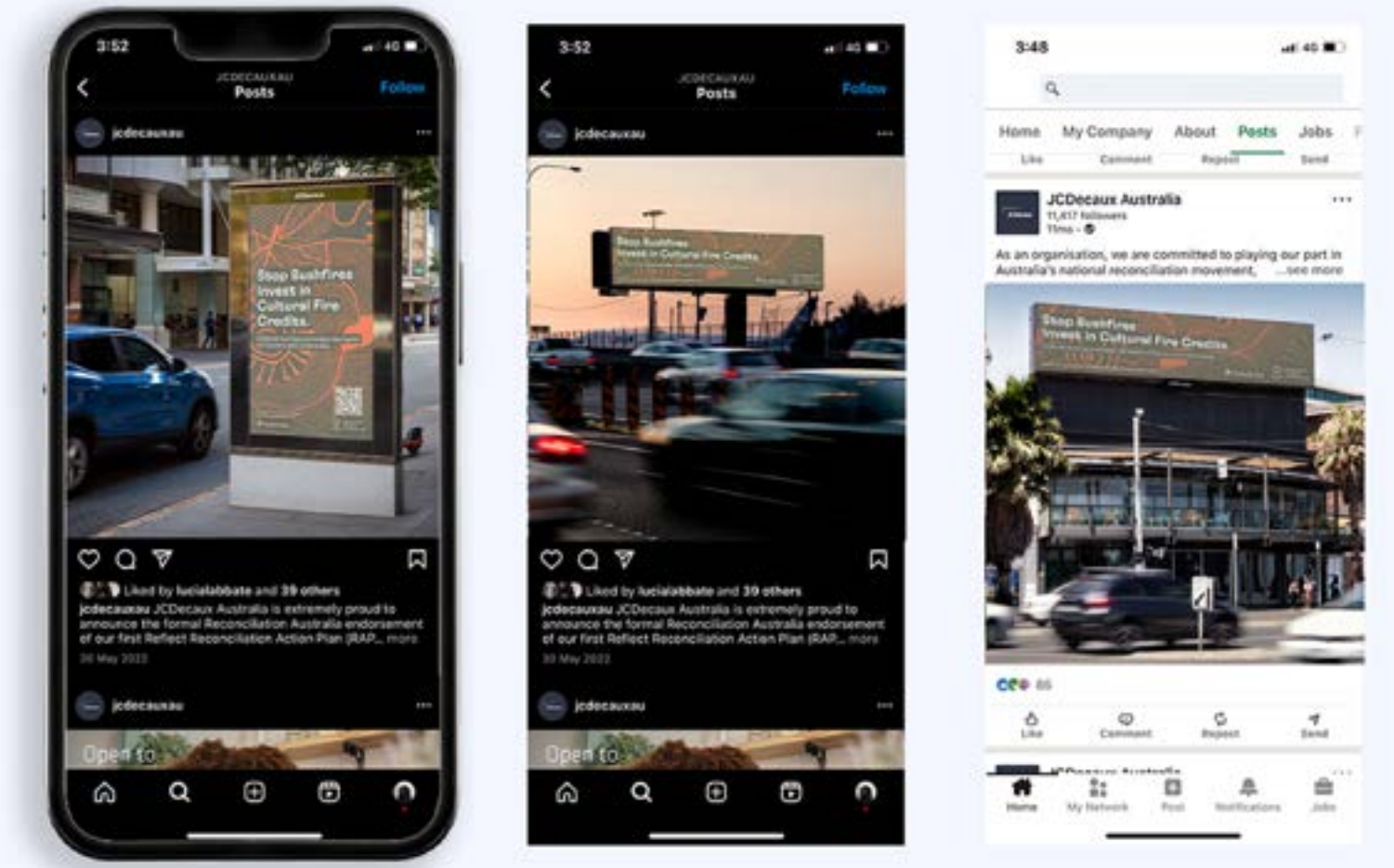




Paulina Bolaira | Mid-Weight Graphic Designer



Portfolio





03

JCDecaux (Kia EV9)

Branding, Image Manipulation, Graphic Design

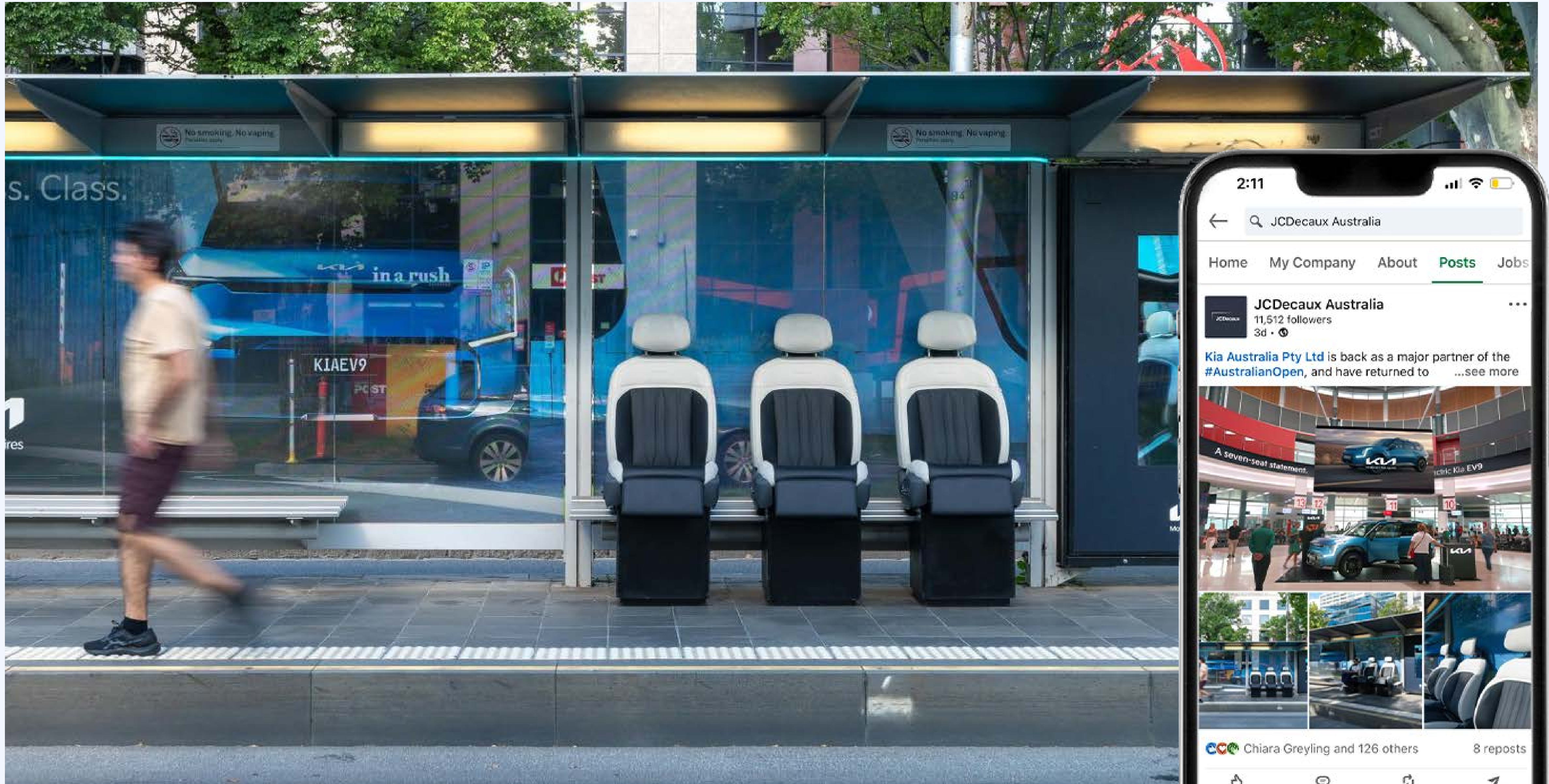
Objective - The objective was to fulfill Kia's mock-up design request, creating a captivating tram shelter immersion to bring the EV9 car to life, enhancing brand visibility and engagement.

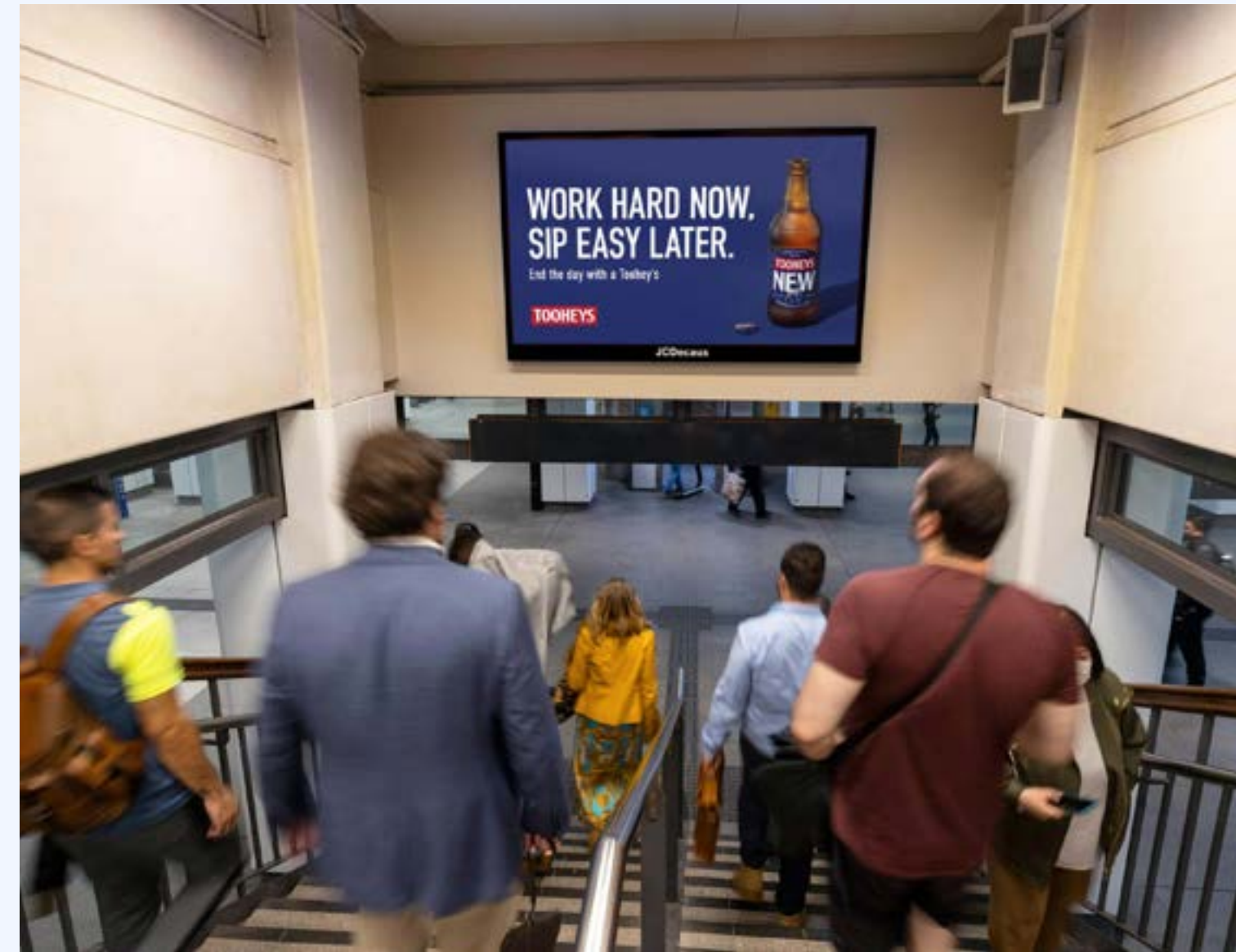
Approach - I designed the shelter with eye-catching visuals of the EV9, incorporated neon lighting in the car's signature colors, and featured special seating resembling the car's luxurious interior. An interactive city light panel with a QR code elevated the experience.

Results - The immersive design resonated with Kia, leading to a successful booking. Kia's partnership with JCDecaux Airport network effectively drove brand awareness during the Australian Open, creating impactful experiences for audiences traveling between Sydney and Melbourne.



When: 27 September 2023
What: Branding, Image Manipulation, Graphic Design
Who: JCDecaux, KIA





04 JCDecaux (Lions Partnership Brief Response)

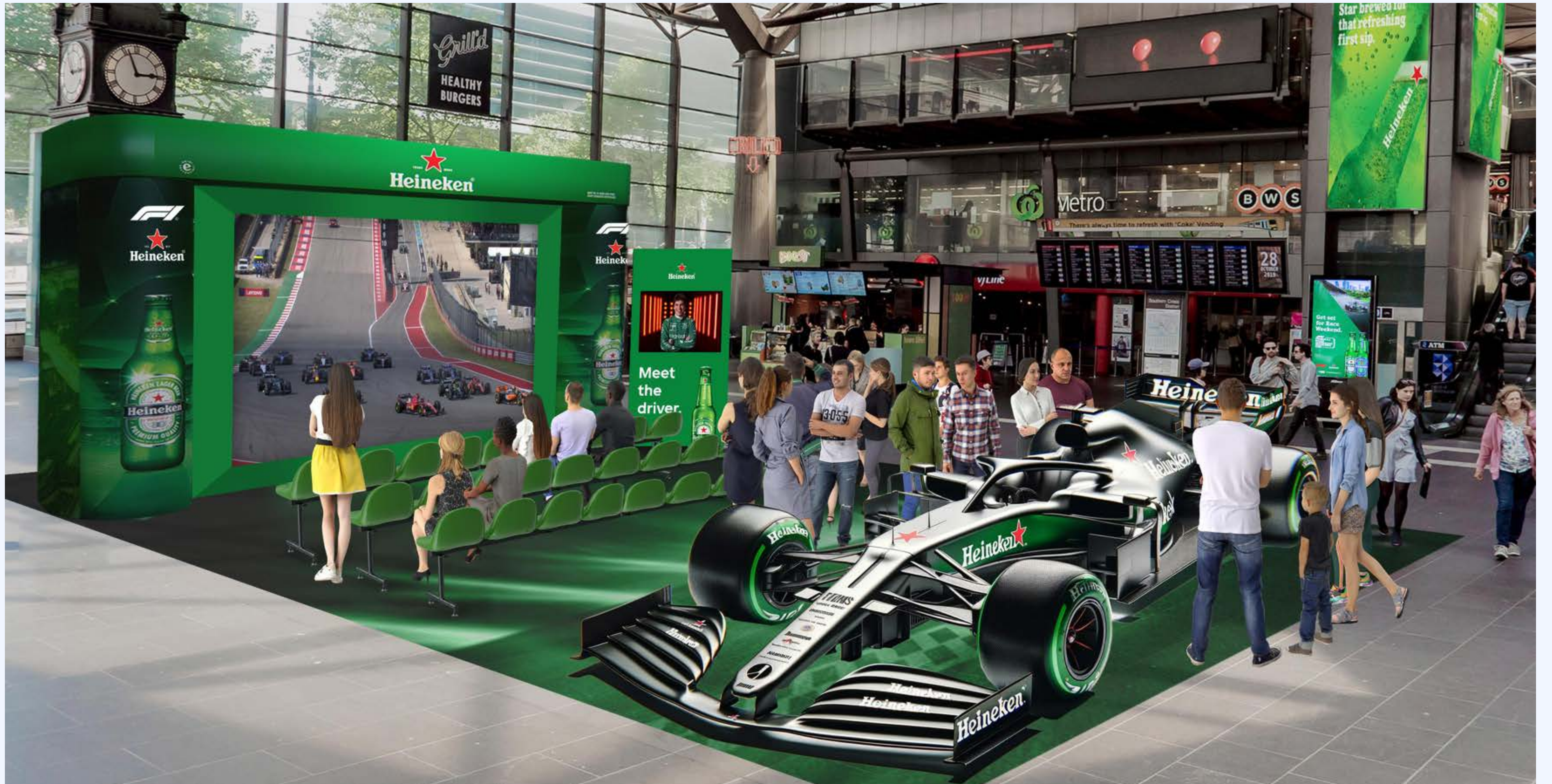
Branding, Image Manipulation, Graphic Design

Objective - The goal was to create impactful mock-ups for a lion partnership, featuring various beer brands like Heineken, Hahn, Stone & Wood, and Tooheys. Each mock-up had a distinct objective, from showcasing weather-related information for Stone & Wood to creating a geo-targeted campaign for White Claw.

Approach - I tailored each digital dynamic execution to meet specific brand needs, incorporating weather displays, geo-targeted campaigns, contextual messaging for tradie audiences, and a bus shelter immersion in Bondi. The approach involved integrating branding, engaging visuals, and interactive elements for a diverse and effective campaign.

Results - The mock-ups successfully brought each beer brand's unique vision to life, providing visually impactful and tailored executions that catered to their individual objectives and audiences.

When: 30 October 2023
What: Branding, Image Manipulation, Graphic Design
Who: JCDecaux







05

JCDecaux (Lego Brief Response)

Branding, Image Manipulation, Graphic Design

Objective - The goal was to meet Lego's challenge by transforming a standard bus or tram into something extraordinary using LEGO bricks.

Approach - I crafted visual mockups and manipulated images to present the brand creatively. These mockups served as a tool for the client to envision the final product, enabling the creation of visually stunning effects that would attract the attention of potential customers.

Results - The visual mockups successfully guided the client in envisioning and executing the transformation.



When: 8 August 2023
What: Branding, Image Manipulation, Graphic Design
Who: JCDecaux



06

JCDecaux Marketing Collateral

Visual Identity Design, Digital Design, Graphic Design, Print

Objective - In my role as a graphic designer at JCDecaux, I aimed to assist the business in crafting impactful marketing collateral, such as EDMs, invites and more. The objective was to provide users with versatile templates for creating visually striking content that effectively communicated messages to both internal and external audiences.

Approach - I employed a range of templates and customization

options, ensuring users could easily produce visually appealing content. The approach involved facilitating sharing on external and internal web environments, as well as through physical print copies.

Results - The marketing collateral created garnered impact and effectively communicated messages, contributing to enhanced communication both internally and externally for JCDecaux.

When: 20 May 2019 - Present
What: Brand identity design & Packaging design
Who: JCDecaux



ACTION WITH A SIDE OF ELEGANCE

In action films, it's customary for the leading man to wear a watch that represents their sense of style, while also being able to withstand their dangerous, action-packed lifestyle. In Netflix's recent blockbuster, *The Gray Man*, leading man and TAG Heuer brand ambassador, Ryan Gosling, wears the TAG Heuer Carrera Three Hands.

To leverage the anticipation and excitement around the film's release, and drive awareness that TAG Heuer is *The Gray Man's* timeless piece of choice, the brand ran an action-packed, omni-channel campaign. JCDecaux Digital Large Format, Small Format, a Tram Wrap and Station Takeovers enticed viewers to stream the film and ensured TAG Heuer was impossible to miss. This campaign is also live ahead of Father's Day to inspire gift ideas for dads who appreciate the finer things in life.

6 million
Australians are subscribe to Netflix.

Source: Statista, April 2021



PLAION ANZ BRINGS IN-GAME ELEMENTS TO LIFE IN MELBOURNE

Train shelters are ideal locations to create jaw dropping immersion zones, and PLAION ANZ's latest campaign, promoting the reborn of popular action-adventure video game series *Saints Row*, is a fantastic example.

Two immersion zones in Melbourne brought in-game elements to life and featured an interactive screen playing footage of the game. To transport people to these wondrous immersion zones, three JCDecaux TRANSIT wrapped trams, as well as Showcases and Megacities delivered a disruptive and innovative campaign, getting people talking about the biggest release in history.



In 2021, Australian video games made up **26%** of consumer entertainment and media spend.

Source: Statista, Australian Entertainment and Media, October 2021



ESCAPE WITH SNOOZE

As the pandemic continues, consumers are looking for ways to escape their daily lives. Snooze is a brand that understands this and has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep.

60% of the brands that went 'dark' during an economic downturn saw 'brand use' decrease 20% and brand image decrease 20%.



FOOD WORSHIPPERS, UNITE

As the pandemic continues, consumers are looking for ways to escape their daily lives. Food worshippers are a growing trend, and brands are looking for ways to connect with them. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep.



NEXT LEVEL LUXE

The next level of luxury is here. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep.

Australians subscribe to multiple streaming TV services, on average **3.1 per household**.



PRIMING AUSSIE REFINANCEERS

The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep.

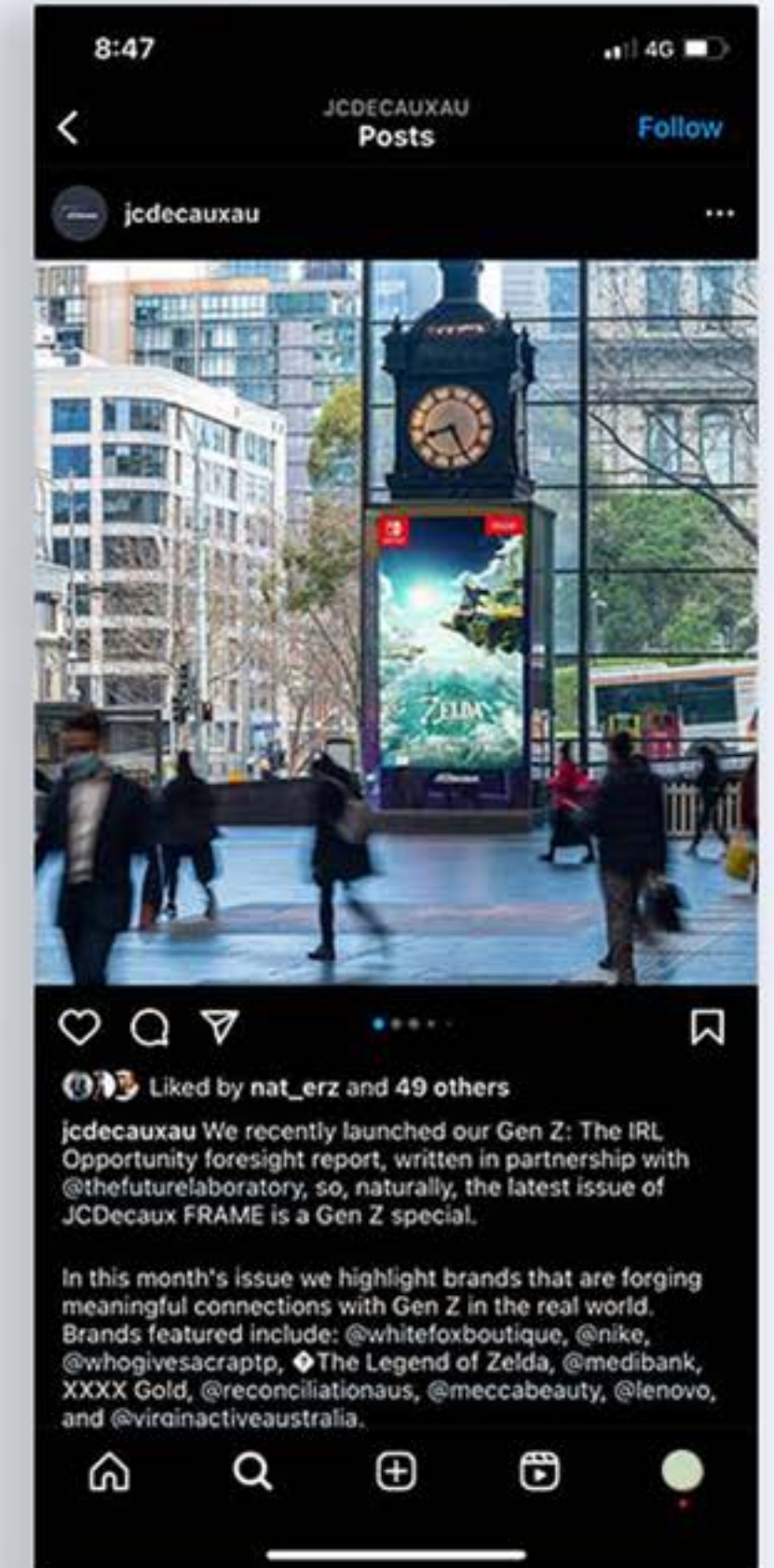
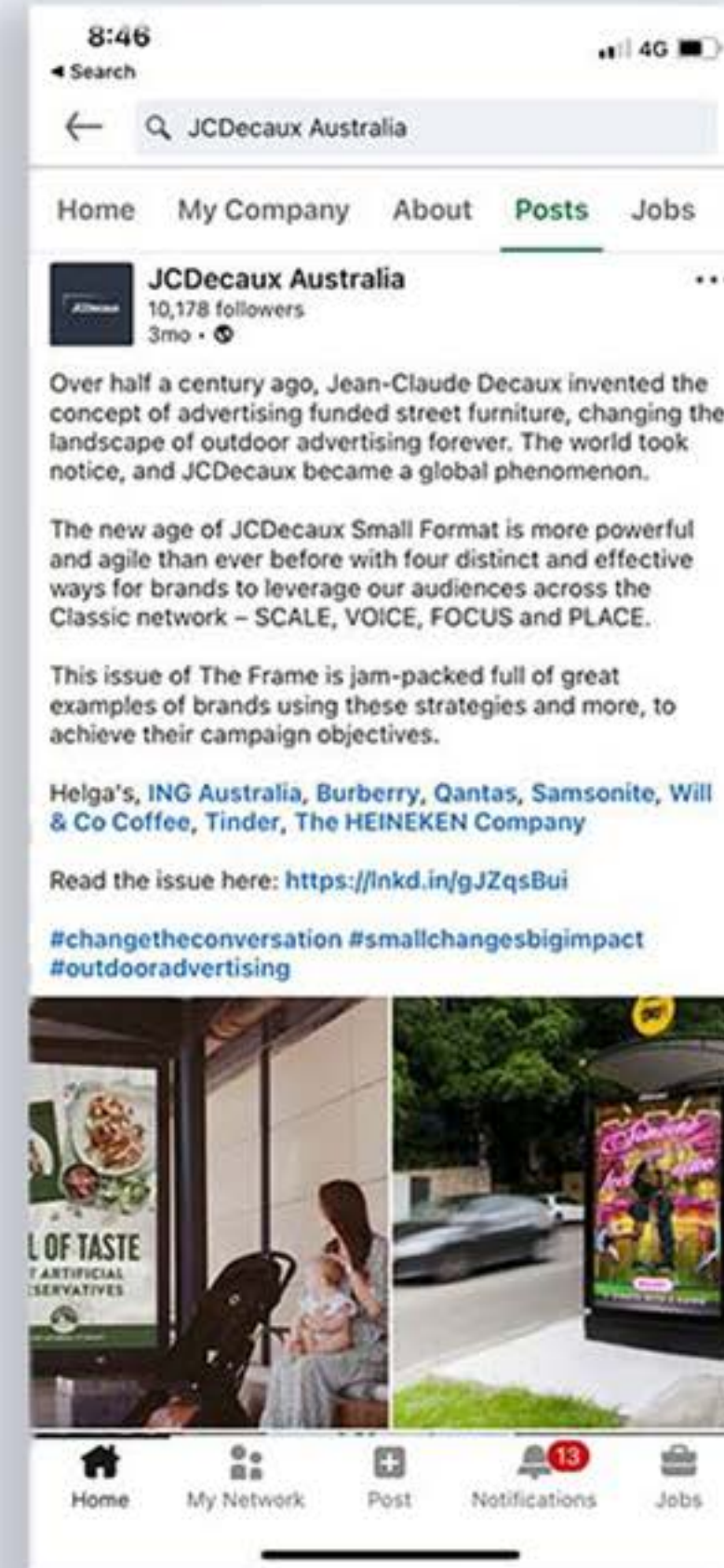
Australians who refinanced their mortgages increased by **20%** year on year in August.



EASIEST BOTTLE-O RUN EVER

The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep. The brand has created a campaign that allows consumers to escape their daily lives and enjoy a relaxing sleep.

300% Global FMCG subscription services sales growth in the past 7 years.





07

Unwoven

Branding, Creative Direction, Print, Campaign Media Design, Graphic Design

Objective - The goal of Unwoven is to raise awareness and educate about the enduring influence of traditional morals and values in our present lives. The project aims to inform people about the rich culture and history of the Pacific Islands.

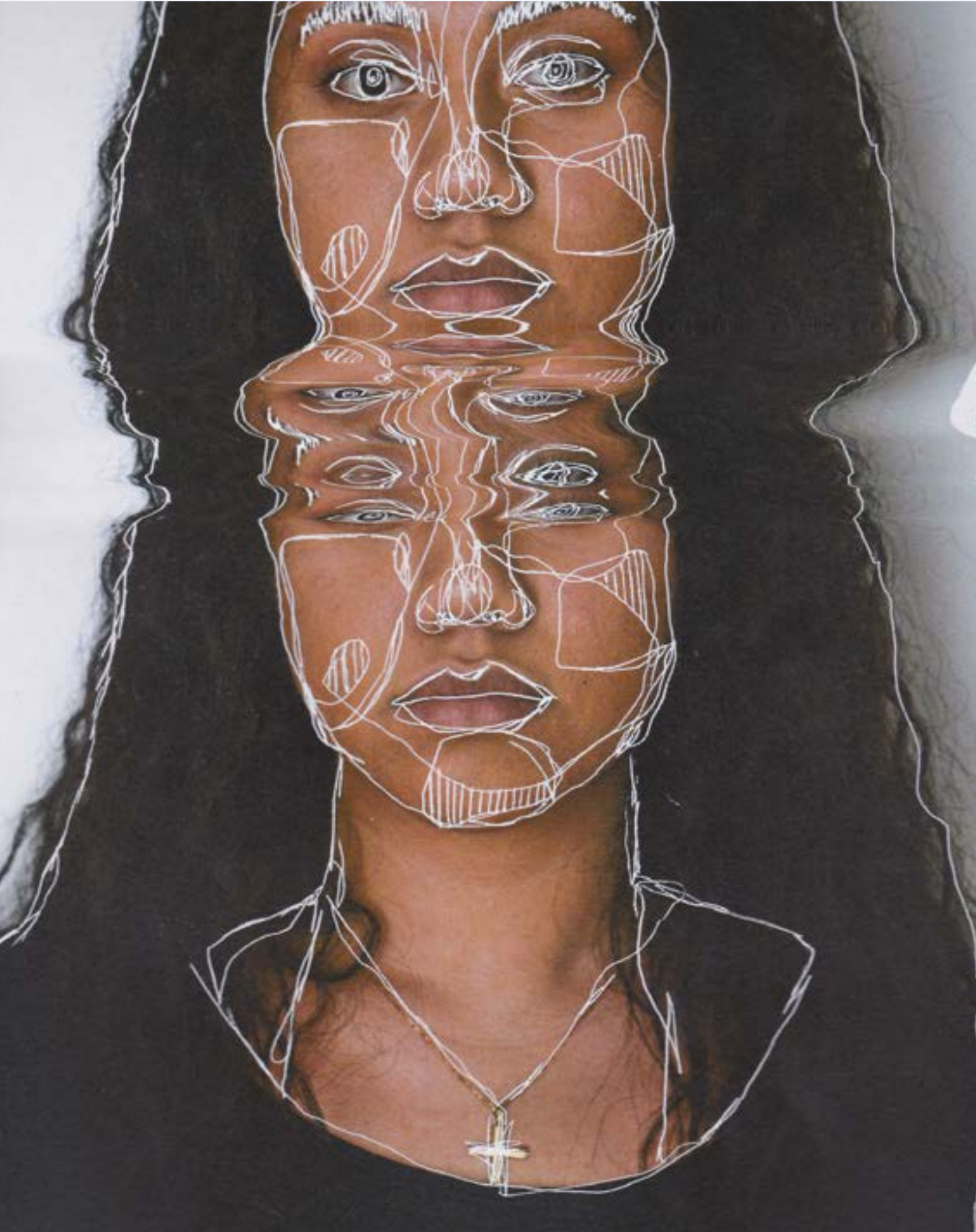
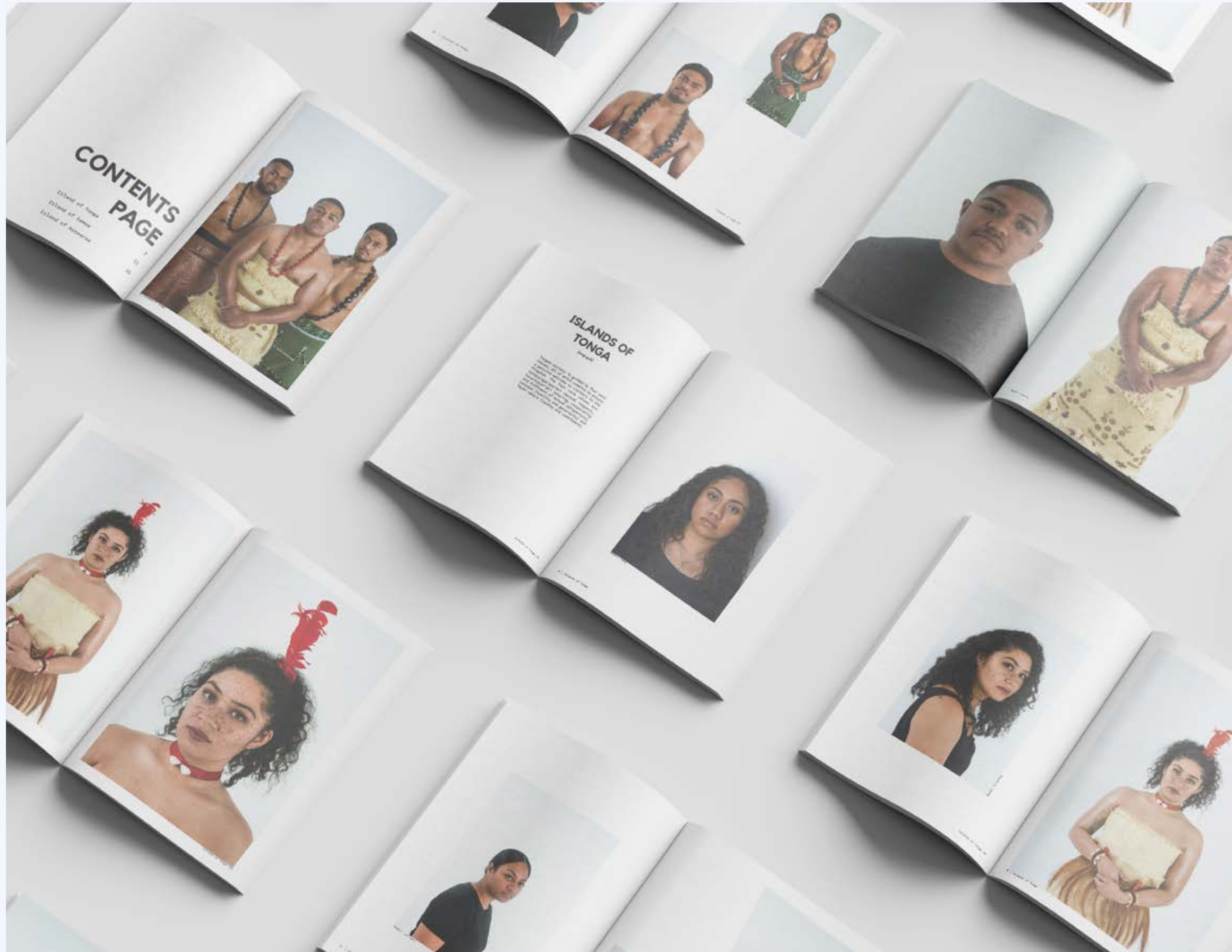
Approach - Unwoven focuses on highlighting the significance of traditions as a crucial aspect of our culture. It endeavors to showcase how traditions shape family and societal structures, emphasizing the importance of understanding our past. The project aims to foster a sense of belonging, comfort, and the reinforcement of values like freedom, faith, integrity, education, and work ethic.

Results - Unwoven successfully creates awareness and education, fostering an appreciation for the enduring impact of traditional morals and values. The project effectively communicates the importance of traditions in shaping our history, influencing our present, and guiding our future.

When: 28 October 2018

What: Branding, Creative Direction, Print, Campaign Media Design, Graphic Design

Who: Western Sydney University







08

JCDecaux Reconciliation Action Plan (RAP)

Graphic Design, Branding, Print and Digital Design, Campaign Media Design

Objective - The objective was to contribute to JCDecaux's Reflection Reconciliation Action Plan, fostering understanding and respect for stronger relationships between Indigenous and non-Indigenous communities. Simultaneously, I aimed to create the NAIDOC week creative to promote greater understanding and respect for Aboriginal and Torres Strait Islander cultures, histories, and contributions.

Approach - In designing the reflection reconciliation action plan booklet, I emphasized collaboration and an ongoing commitment to learning. For the NAIDOC week creative, my approach focused on creating content that encouraged reflection and celebration of Indigenous contributions.

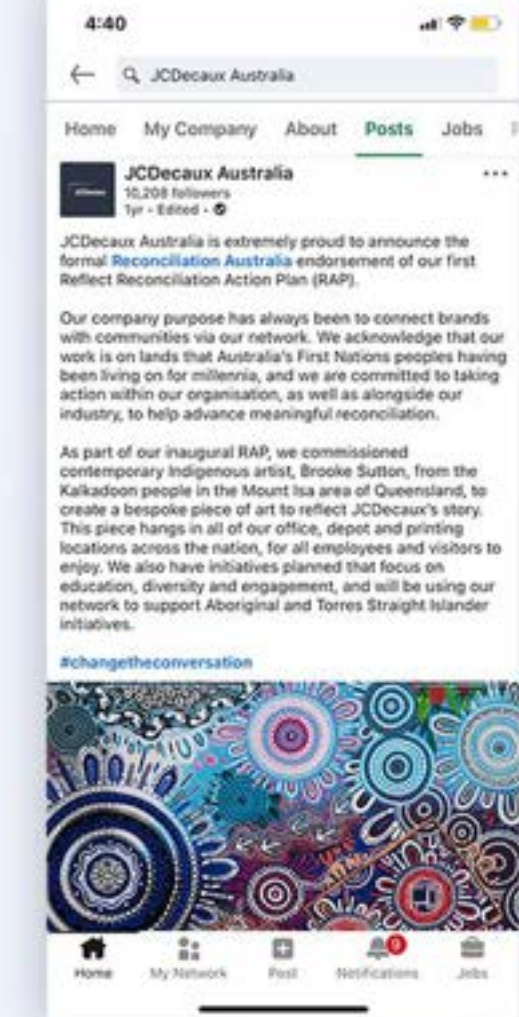
Results - The booklet and NAIDOC week creative successfully

advanced JCDecaux's commitment to reconciliation, fostering awareness, understanding, and appreciation for Indigenous cultures among both employees and the broader community.

When: 19 May 2022

What: Graphic Design, Branding, Print and Digital Design, Campaign Media Design

Who: JCDecaux





09

Threechiefs

Campaign Media Design, Graphic Design, Branding, Creative Direction, Digital Design

Objective - The goal was to lead the development of a comprehensive social campaign for Threechief's new collection release, covering Campaign Identity, Production, Social Content, Web Landing Page, and Marketing Collateral.

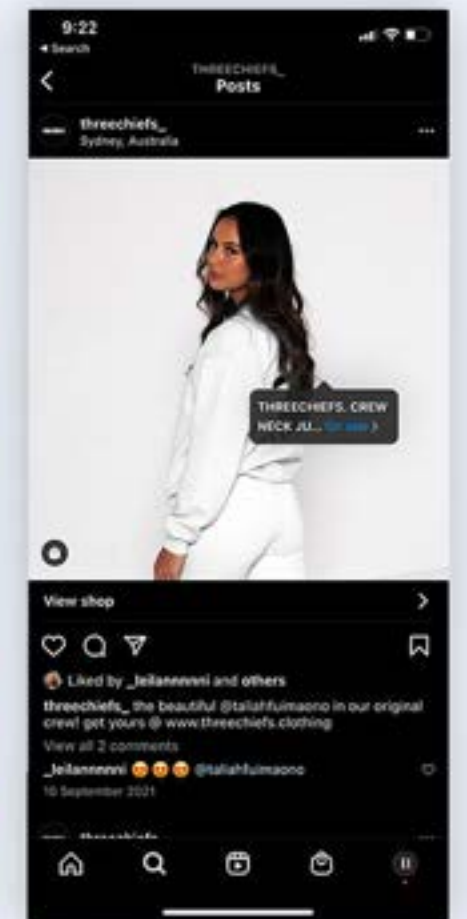
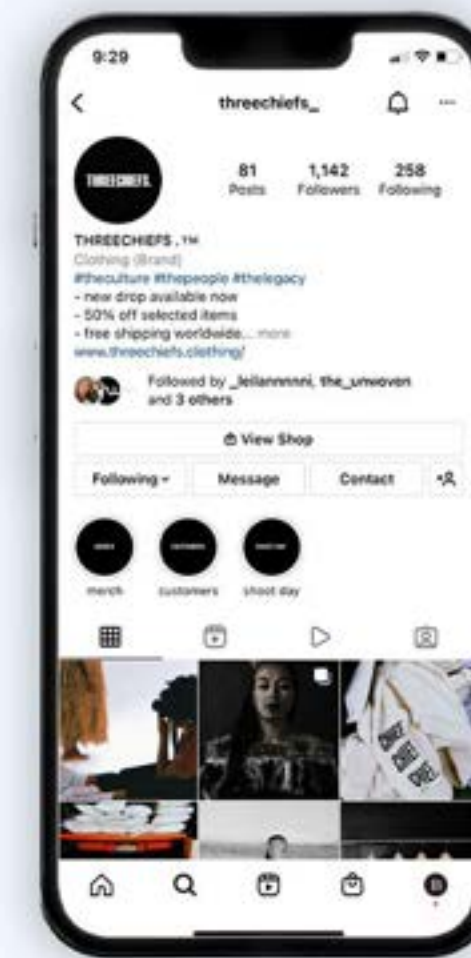
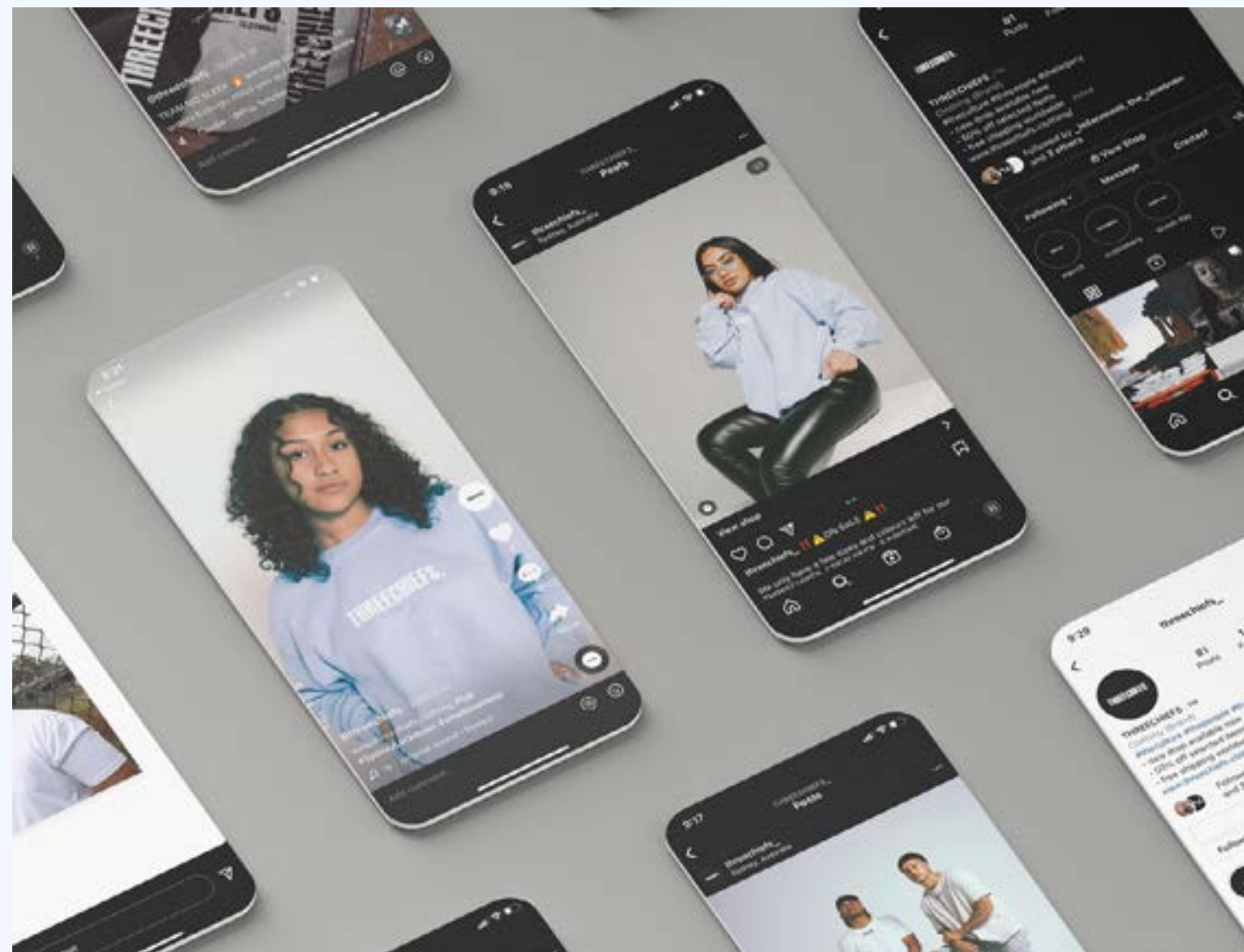
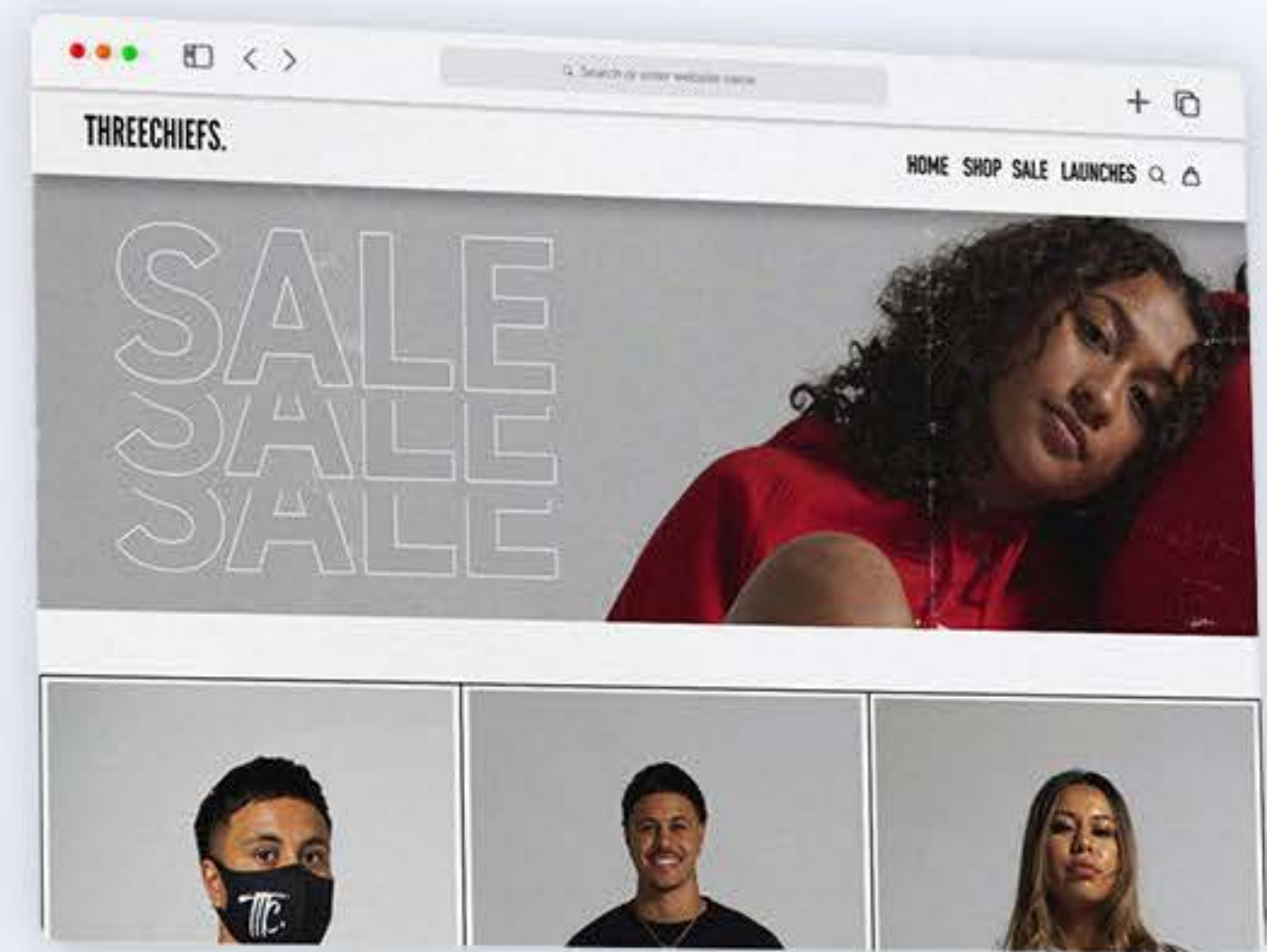
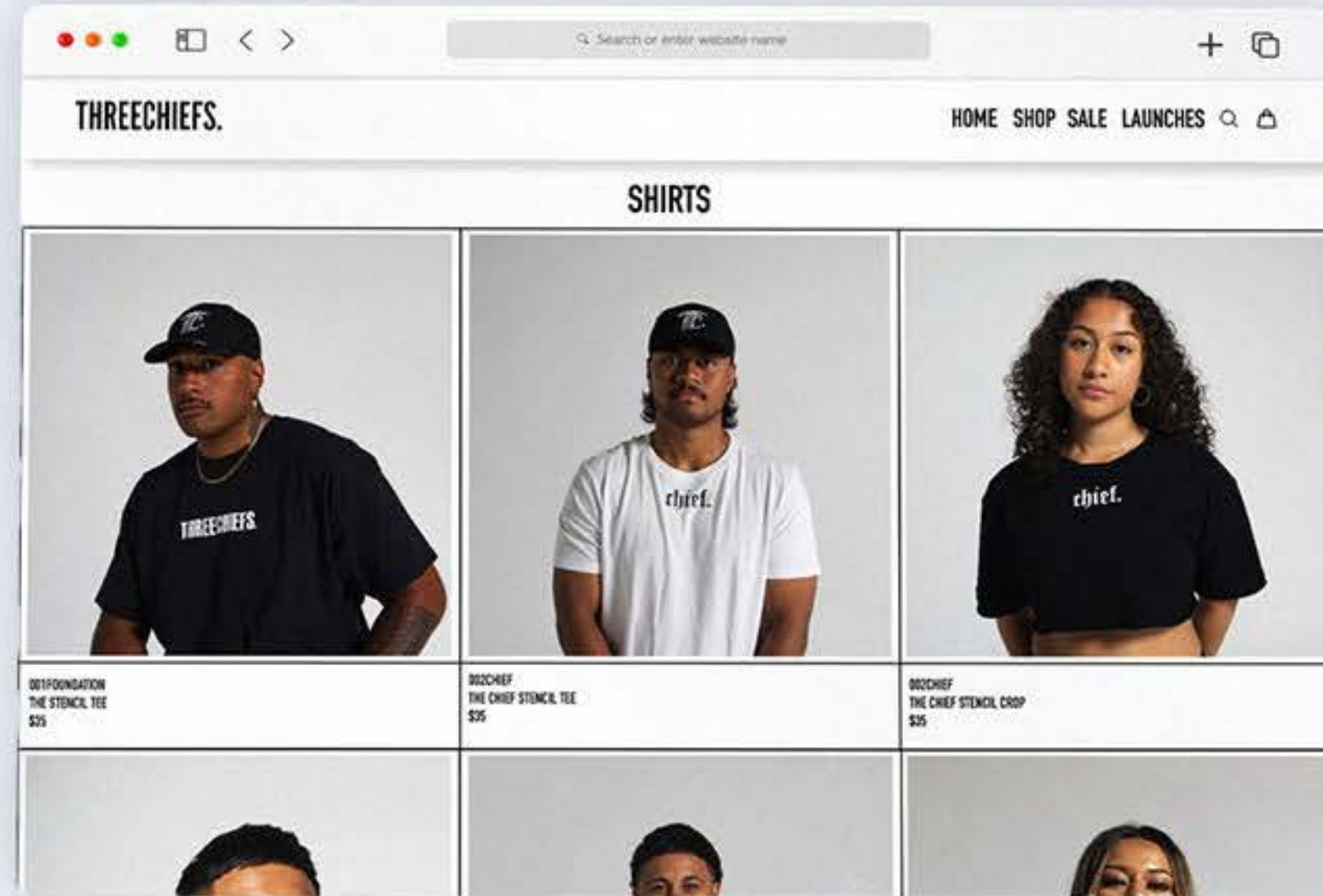
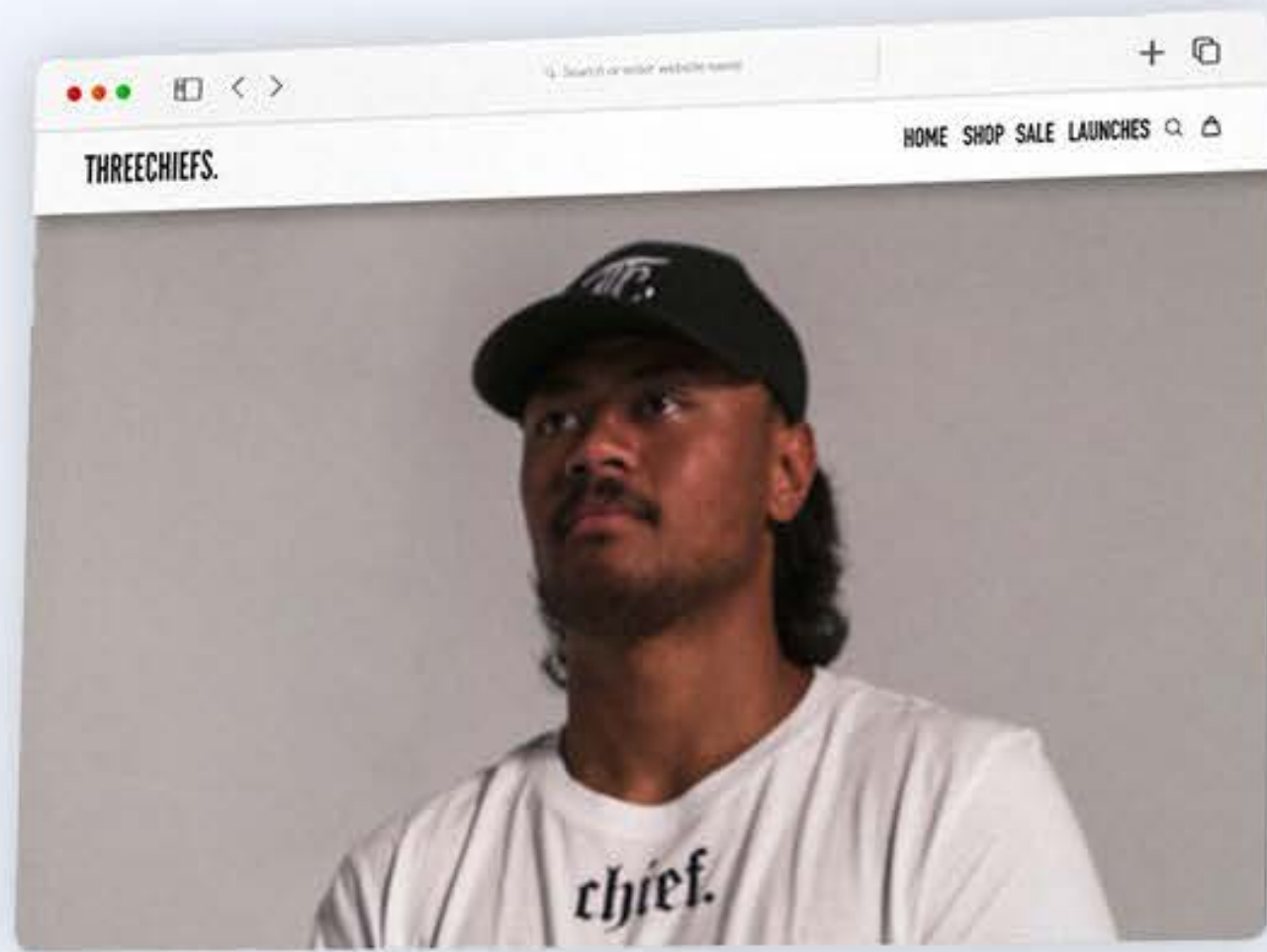
Approach - I took a hands-on approach, personally capturing the images and overseeing the entire campaign's creation. This involved careful coordination of various elements to ensure a cohesive and impactful launch across digital platforms.

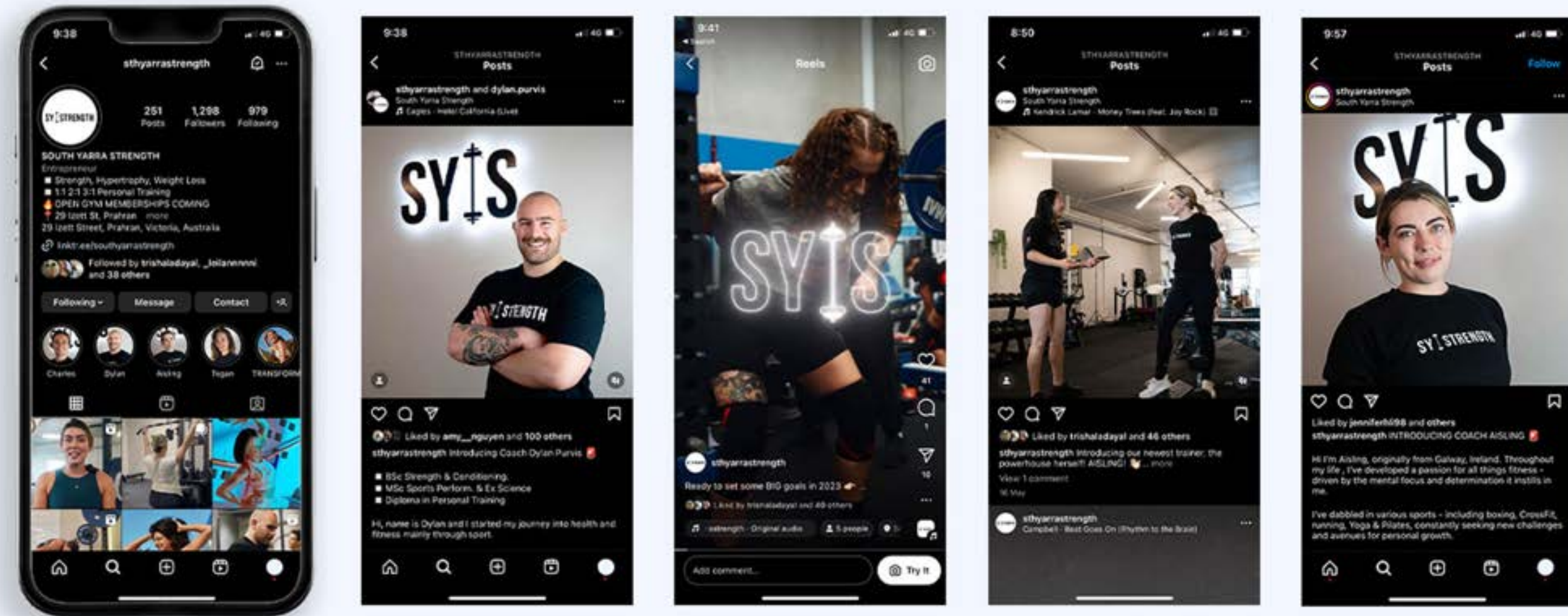
Results - The campaign achieved its objective, presenting Threechief's new collection seamlessly across platforms, garnering attention, and effectively promoting the brand's latest offerings.

When: 3 September 2021

What: Campaign Media Design, Graphic Design, Branding, Creative Direction, Digital Design

Who: Threechiefs





10

South Yarra Strength

Social Media Content, Photography, Videography, Digital Design

Objective - In my role at South Yarra Strength, I aimed to create engaging social media content showcasing the brand's fitness offerings and captivating the target audience.

Approach - I accomplished this by capturing compelling images used in diverse social media campaigns. The approach focused on driving engagement and elevating brand awareness,

When: 23 March 2023
What: Social Media Content, Photography, Videography, Digital Design
Who: South Yarra Strength

emphasizing visually appealing and consistent content that communicated the brand's message and values effectively.

Results - My design work successfully enhanced South Yarra Strength's online presence, driving increased engagement and brand awareness through visually captivating content on social media platforms.



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Portfolio

