

PAULINA

ABOUT ME

Paulina Bolaira
paulinabolaira.com

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.

EXPERIENCE

JCDecaux

Mid-Weight Graphic Designer (2019 - Present)

- Support a highly skilled and experienced creative team in delivering highest quality artwork for print and web environments.
- Manage multiple projects and priorities
- Basic understanding and working knowledge of Programmatic Out of Home
- Work intimately with the sales and insights teams on brief responses and drive the best in class design output for agencies and clients. Coordinate visuals and develop solutions to service strategic objectives of responses.
- Create compelling digital mock-ups that visualize written or spoken descriptions of technology-integrated creative solutions and align them to briefs creative guidelines.
- Shoot, edit and produce stories of advertising assets and campaigns. These were used internally and externally for marketing purposes.

Clients: Uber Eats, Lego, Bakers Delight, New Balance, KFC, TVNZ, Allianz Travel Insurance, FOXCO (Foxtel, Binge, Kayo), Paramount, Stan, Netflix, Westpac, LVMH, 7Eleven.

JCDecaux

Creative Solutions Assistant (2018)

- Following a brief and brand guidelines, while thinking of new and innovative solution.
- Constantly solving problems and generating ideas as well as being to creatively answer a brief.
- Managing and overseeing projects from a creative concept through to production stage. Including providing constant communication to update client.

Havas Media Group

Communication Design Intern (2017)

- Assisting with the design and the production of all collateral and mock up for category and brand messages. Provide support to the presentations and pitches as needed.

Clients: OFX, Studio Canal, Lendlease

PROFESSIONAL SKILLS

Graphic Design - Photoshop, Illustrator, Indesign, Lightroom, Videography, Photography

Web Design - Adobe XD, Wix, Campagin Monitor, Figma

Video & Audio - After Effect, Premiere Pro, Premiere Rush

INTERESTS

- Architecture, Design, Experience Design, Art, Theatre, History
- Film and Photography
- Music (RnB, Soul, Hiphop, Alternative, Country)
- Powerlifting and boxing
- Sneakerhead (retired)

EDUCATION

Western Sydney University – Bachelor of Design and Visual Communications

REFEREES

Will be provided upon request

BOLAIRA