

PAOLA BALDERAS

Senior Graphic Designer

Diamante #131, Col. Santa Engracia
Monterrey, Nuevo León, Mexico.

+52 (81) 1212 5158
pao.315@gmail.com

/paolabalderaseb
paolabeb.com

ABOUT ME

Senior graphic designer with 9+ years of experience leading design projects from concept to completion. Highly skilled at transforming complex documents into visually compelling designs across digital and print platforms, ensuring alignment with brand standards and audience engagement. Experienced in collaborating with cross-functional teams, managing multiple projects simultaneously to deliver high-impact visuals that enhance brand visibility and support marketing initiatives.

WORK EXPERIENCE

Senior Orangebox Graphic Designer

Steelcase – February 2024 - current

- » Create marketing and sales documents that align with current branding and messaging strategies.
- » Collaborate with cross-functional teams, including interior designers, sales, and marketing, to create visually compelling presentations, look books, and collateral.
- » Design and produce event materials such as invitations, posters, and promotional content to support marketing initiatives and enhance brand visibility.
- » Assisted in the promotion of an automation program across multiple teams, providing support in user adoption efforts and conducting training sessions to ensure seamless implementation and effective utilization of the program.

Graphic Designer

Sánchez Devanny – March 2019 - February 2024

- » Designed and developed print and digital content, including presentations, templates, brochures, animations, and static assets, tailored to the firm's branding and communication needs.
- » Oversaw website maintenance to ensure functionality, visual consistency, and up-to-date content that aligned with organizational goals.
- » Created template system for social media posts and newsletter campaigns to effectively reduce time required for publishing.
- » Led the project to update institutional photography for offices across three cities, serving as Art Director and coordinating all aspects, including photographer oversight, scheduling staff, and collaborating with office managers to ensure seamless execution.
- » Created and managed email marketing campaigns, crafting compelling mailings that drive engagement and support business initiatives.
- » Led project to migrate company newsletter to a new email marketing platform, resulting in an increase of delivery rates as well as a decrease of unsubscription rates over the course of the migration.

Senior Creative Designer

Posición Uno – June 2018 - December 2018

- » Design and maintain landing pages and client websites, ensuring functionality and user-friendly experiences.
- » Develop and optimize graphic content, including videos, animations, and static visuals, to support clients' social media campaigns and brand presence.
- » Provide creative support for print media projects, delivering high-quality designs that meet client specifications and align with branding strategies.

Junior Graphic Designer

The New Agency – July 2015 - June 2018

- » Create dynamic graphic content, including videos, animations, and static designs, to enhance client engagement across social media platforms.
- » Manage website maintenance and front-end programming to ensure functionality, up-to-date content, and an optimal user experience.
- » Provide creative support for print media campaigns, from concept development to final production, while managing and curating stock image libraries to meet project needs.

EDUCATION

Universidad de Monterrey – Monterrey, NL.

August 2010 – May 2015

- » Received an award from MARCO (Monterrey's Contemporary Art Museum) for being part of the poster exhibition called "Reinvenciones. Sistemas Tipográficos Retrofutura".

Woodbury University – Los Angeles, CA.

Fall 2013

Diploma in Contemporary Art, MARCO – Monterrey, NL.

Spring 2014

Javascript Certificate – Coderhouse (Online)

February 2025

SOFTWARE

Adobe Creative Suite

- » Indesign
- » Illustrator
- » Photoshop
- » After Effects
- » Premiere
- » XD
- » Acrobat

Microsoft Office Suite

- » Powerpoint
- » Word
- » Excel

Figma

JetBrains

- » WebStorm

SKILLS

Hard Skills

- » Graphic Design (Print & Digital)
- » Branding & Visual Identity
- » Marketing & Sales Collateral Design
- » Presentation & Template Design
- » Motion Graphics & Video Editing
- » UI/UX Design
- » Email Marketing & Newsletter Design
- » Web Design & Maintenance
- » Front-End Development (HTML, CSS, Basic JavaScript)

Soft Skills

- » Creative Problem-Solving
- » Art Direction & Project Leadership
- » Cross-Functional Collaboration
- » Time Management & Multitasking
- » Strategic Communication & Relationship Management
- » Attention to Detail & Consistency
- » Adaptability & Continuous Learning
- » Training & User Adoption Support

LANGUAGES

- » English (Fluent)
- » Spanish (Native)
- » French (Intermediate)
- » Korean (Intermediate)