

vicki paulo / graphic designer



Hello!

I have been a designer for about 15 years and I love it! I've worn a lot of hats (but I prefer shoes) over the years as an in-house designer. I'm not one to shy away from a challenge, especially if it's out of my comfort zone! My duties have included, but are not limited to, conception and design of a wide array of promotional in-house materials, as well as dynamic branding/identity solutions for a wide array of clients. I am fluent in Adobe programs like Illustrator, Photoshop, InDesign and Dreamweaver, including experience with both PC and Mac platforms. I am a print designer first, but have taught myself web design (HTML, CSS) over the last few years, and am eager to learn all I can about it. I also have the ability to quickly and accurately retouch photographs, make/edit short videos and have become adept at e-marketing.

Beyond my production and design abilities, my strongest assets are my organizational skills, my ability to multi-task, to self-motivate, and to always remain cool under pressure. I am extremely accurate, and able to come up with a concept and execute the design of it quickly, with attention to detail and integration of modern design trends. I can adhere to strict corporate branding or create an entire brand from scratch for smaller, boutique clients. I have had the privilege to work on a variety of projects, across many departments and with many different individuals, which has required me to be both creative and resourceful as a problem-solver. As the sole designer from beginning to end, I am thoroughly knowledgeable about the steps from from idea to execution, concepts of good design and the importance of clear communication. I've also managed marketing budgets and developed/maintained vendor and freelance relationships.

I invite you to check out my website and view a few samples of my work.

Thank you for your consideration.

Cheers!

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